

A BANNER GENERAL AGENCY COMMUNICATION

ADMINISTRATIVE GUIDELINES FOR LIFE CHOICE UL™

TO: ALL BANNER GENERAL AGENTS
FROM: FRANK GENCARELLI, SVP, DISTRIBUTION AND MARKETING
DATE: FEBRUARY 19, 2010

Life Choice UL is our first-in-a-series of new UL products that looks like whole life. This innovative design requires some different administrative handling.

Be sure to share these guidelines with your staff. Our goal is to provide client-friendly administration to eliminate any delays in processing your business.

Pending New Business

Life Umbrella UL 120 applications pending approval may be considered for the new product by written request, via email to your assigned Underwriting Team email address. At the time of issue, a delivery requirement will be generated with an amendment for the new plan and a revised illustration. If the pending case is a term conversion, the request should be sent to the Customer Service Department, via email to Conversions@bannerlife.com.

Recently Issued Business

Recently issued policies that would benefit by the new product can be considered for a reissue provided the free look period has not expired.

Reissues can be requested in writing as follows:

- The most effective way to request a reissue is to email explicit details to BannerReissue@LGAmerica.com.
- Reissue requests can also be made by returning the original policy to Administrative Services with a written document outlining the changes to be made.

(Please note: All reissue requests must be made in writing: therefore, telephone requests will not be accepted).

Availability by State

Below is a listing of the states where the Life Choice UL is approved for sale today.

Alabama	Iowa	Nebraska	Tennessee
Alaska	Kansas	New Hampshire	Texas
Arkansas	Kentucky	New Mexico	Utah
Colorado	Louisiana	North Carolina	Vermont
District of Columbia	Maine	North Dakota	Virginia
Florida	Maryland	Ohio	Washington
Georgia	Massachusetts	Oklahoma	West Virginia
Hawaii	Michigan	Pennsylvania	Wisconsin
Idaho	Minnesota	Rhode Island	Wyoming
Illinois	Mississippi	South Carolina	
Indiana	Missouri	South Dakota	

The current product availability by state list is also available on our website at www.BannerLife.com at the bottom of the News page. The list will be updated as the new product is approved in each state.

Requests for Marketing Materials

Marketing materials will be announced tomorrow. Requests for marketing materials should be sent to Faith McFarlane for processing. Please complete a Supply Order Form (LAA 814) and clearly indicate the form numbers you are requesting. The form can be printed from our website and submitted to Banner via mail or fax (301.279.4816).

Advertising Guidelines

Marketing materials (in any media form) independently developed by your agency must be approved by our Legal Department for regulatory compliance prior to their use. The approval request form and updated Advertising Guidelines can be found in the advertising compliance section of the forms tab posted on our website.

Policy Illustrations

All universal life applications submitted to Banner must be accompanied by a signed illustration. The requirement applies to all states. This requirement helps us assure that the policy issued is identical to that which was presented at the point of sale.

Interest Crediting Rate

The current interest crediting rate for Life Choice UL is 4.0%. Interest crediting rates are subject to change.

Software

Illustration Manager version 15.8 is now available for download at www.BannerLife.com. This software is not compatible with your previous versions of Illustration Manager. If you would like to maintain previous versions, please install Illustration Manager version 15.8 into a separate directory. Life Choice UL will be on WinFlex shortly.