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July 8, 2011

## The Hartford Reprices UL Freedom<sup>®</sup> Series

The Hartford is committed to providing your clients with competitive, guaranteed universal life (GUL) insurance. The cost of doing business in this market has risen due to the current low interest rate environment. As a result, some competitors have restricted single pays, increased prices or exited the GUL market all together.

Our approach at The Hartford is to focus on the scenario that is affected the most by the current low interest rate environment – single pays. In order to continue to provide a GUL product and remain competitive, a reprice of the following products will take place:

- Hartford Bicentennial UL Joint Freedom<sup>®</sup> II, effective July 11, 2011
  - Single Premiums will increase between 4%-10%
  - Typically less than a 1% impact on all pays
  - Merlin Sales Illustration system will be updated with the new rates as of July 11, 2011
  - August 12, 2011 – Last date applications will be accepted with **old** rates. Applications must be received at our home office, in good order, by August 12, 2011.
  - If the application with **old** rates is informal or trial, the formal must be received at our home office, in good order, by October 12, 2011.
  
- Hartford Bicentennial UL Freedom<sup>®</sup>, effective August 15, 2011
  - Single Premiums will increase approximately 5%
  - Typically less than a 1% impact on all pays
  - Merlin Sales Illustration system will be updated with the new rates as of August 15, 2011
  - September 9, 2011 – Last date applications will be accepted with **old** rates. Applications must be received at our home office, in good order, by September 9, 2011.
  - If the application with **old** rates is informal or trial, the formal must be received at our home office, in good order, by November 9, 2011.

Effective with the reprice of each of the above products, we will no longer allow the Return of Premium (ROP) death benefit option on single pays. Single premium ROP will continue to be available on the old version of the products until the product is no longer available for sale. Transition rules listed above apply.

We are committed to the business and being as competitively priced as possible. The UL Freedom series continues to be a competitive product offering our Access Suite of Benefits\*, which gives clients the flexibility to access the policy's death benefit and provide them with income when it's needed most.

### Questions?

For more information please call Hartford's Life National Sales Desk at (800) 800-2738.

*\*The LongevityAccess rider is currently not available on Hartford Bicentennial UL Joint Freedom<sup>®</sup> II.*

Life insurance policies contain fees and expenses, including cost of insurance, administrative fees and premium loads, surrender charges and other charges or fees that will impact policy values. Variable universal life policies also have additional charges and fund operating expenses.

"The Hartford" is The Hartford Financial Services Group, Inc. and its subsidiaries, including the issuing companies of Hartford Life Insurance Company (HLI) (New York) and Hartford Life and Annuity Insurance Company (HLA) (outside New York), Simsbury, CT. The mailing address for both issuers is P.O. Box 2999, Hartford, CT 06104-2999.

**Hartford Bicentennial UL Freedom<sup>®</sup>** is a flexible premium universal life insurance policy. HLI policy form # HL-15908(04)(NY). HLA policy form # LA-1252(04) and may include state abbreviations. Features may vary by state.

**Hartford Bicentennial UL Joint Freedom<sup>®</sup> II** is a last survivor flexible premium universal life insurance policy. HLI policy form #HL-15925(05)(NY). HLA policy form #LA-1264(05) and may include state abbreviations. Features may vary by state.

**LifeAccess Accelerated Benefit Rider:** HLI rider form # HL-19224(07)(NY) and HLA rider form # LA-1298(07) and may include state abbreviations.

**LongevityAccess Rider:** HLI rider form # HL-19318(11)(NY) and HLA rider form # LA-1362(11) and may include state abbreviations.

