



Current Assumption Universal Life Insurance

May 2010 Product Launch

Performance UL 10
Performance SUL 10
May Fund Changes

Insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595 and securities offered through **John Hancock Distributors LLC** through other broker/dealers that have a selling agreement with John Hancock Distributors LLC, 197 Clarendon Street, Boston, MA 02116.

MLINY04301012978

For Broker/Dealer Use Only. This material may not be used with the public.

Competitive Focus



- Alternative to Guaranteed UL
 - Issue Ages 40-70
 - Top-three risk classes
- Extremely competitive vs. Current Assumption
 - Ages 40+
 - Top-three risk classes
- Lowest Cost permanent product in portfolio

John Hancock
the future is yours

Performance UL



- Longer Guarantee
 - Ages 0-60: To age 80 (or 30 years)
 - Ages 61+: To age 90 (or 10 years)
 - Guarantee premium = Level-pay solve to 100
- Level-Pay Focus
 - \$1 at age 121 or 100
 - Similar to Performance UL '09
- Cash Values
 - Very strong relative to GUL (esp. Lincoln & Met)
- 5% Crediting Rate
 - 4.75% in NY

John Hancock
the future is yours

Performance SUL



- Longer Guarantee
 - To Age 90 (or 10 years)
- Design Flexibility
 - Level-Pays
 - 10-Pays
- Cash Values
 - Very strong relative to GUL
 - “Back to Basis” story for 10-pays
- 5% Crediting Rate
 - 4.75% in NY

John Hancock
the future is yours

Notable Changes



- Guaranteed Crediting Rate 2.5%
 - Product more sensitive to interest rate changes (higher or lower)
- No Supplemental Face Amount (SFA)
- Shadow Account Guarantee structure
 - Like “PPR”
- New JH Illustrator “Click to Compare” button
- “Catch Up” illustration page

John Hancock
the future is yours

Alternative to G-UL: Long Term



Performance UL¹, \$1,000,000 Face Amount, Full-Pay, Male 60, Preferred Non Smoker

	John Hancock's Performance UL	Composite Average of Guaranteed UL	Performance UL Advantage	Total Savings* Year 20
Premium	\$14,980	\$16,221	8% Lower Premium	\$24,820
Cash Value in Year 20 **	\$168,262	\$91,745	83% More Cash Value	\$76,517
Death Benefit Guarantee Period	Age 90	Lifetime	-	= \$101,337
Death Benefit remains in force assuming current interest rates and charges**	Lifetime	Lifetime	-	

* Upon policy surrender.

** Assuming current interest rates and charges.

This is a supplemental illustration. Benefits and values are not guaranteed unless otherwise indicated; the assumptions on which they are based are subject to change by the issuer. Actual results may be more or less favorable. This is a comparison of different products which vary in premiums, rates, fees, expenses, features and benefits. The products are different and are designed to meet different client needs. Underwriting class is based on Preferred Non Smoker. Underwriting criteria will differ from company to company; we attempted to use comparable risk classes across all companies. Composite average is based on guaranteed UL policies currently marketed by leading providers of UL, excluding John Hancock, as indicated in the 2009 Q4 LIMRA Universal Life Sales Summary. Except as noted, all companies use the 2001 CSO tables. Companies for guaranteed UL include: Hartford, Lincoln, MetLife, Pacific Life and Prudential. Policies and contracts on which the composite is based may not be available in all states. Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed. This comparison cannot be used with the public and complete personalized policy illustrations for each representative company must be presented or discussed with your clients. Please have your clients consult with their professional advisors to find out which type of life insurance is more suitable.



Alternative to G-UL: Short Term



Performance UL¹, \$1,000,000 Face Amount, Full-Pay, Male 60, Preferred Non Smoker

	John Hancock's Performance UL	Composite Average of Guaranteed UL	Performance UL Advantage	Total Savings* Year 5
Premium	\$14,980	\$16,221	8% Lower Premium	\$6,205
Cash Value in Year 5**	\$28,365	\$13,543	109% Higher Cash Value	\$14,822
Death Benefit Guarantee Period	Age 90	Lifetime	-	=\$21,027
Death Benefit remains in force assuming current interest rates and charges**	Lifetime	Lifetime	-	

* Upon policy surrender.

** Assuming current interest rates and charges.

This is a supplemental illustration. Benefits and values are not guaranteed unless otherwise indicated; the assumptions on which they are based are subject to change by the issuer. Actual results may be more or less favorable. This is a comparison of different products which vary in premiums, rates, fees, expenses, features and benefits. The products are different and are designed to meet different client needs. Underwriting class is based on Preferred Non Smoker. Underwriting criteria will differ from company to company; we attempted to use comparable risk classes across all companies. Composite average is based on guaranteed UL policies currently marketed by leading providers of UL, excluding John Hancock, as indicated in the 2009 Q4 LIMRA Universal Life Sales Summary. Except as noted, all companies use the 2001 CSO tables. Companies for guaranteed UL include: Hartford, Lincoln, MetLife, Pacific Life and Prudential. Policies and contracts on which the composite is based may not be available in all states. Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed. This comparison cannot be used with the public and complete personalized policy illustrations for each representative company must be presented or discussed with your clients. Please have your clients consult with their professional advisors to find out which type of life insurance is more suitable.



Alternative to Guaranteed SUL



Performance SUL¹, \$2,000,000 Face Amount, Full-Pay, Male 55 & Female 52, Preferred Non Smoker

	John Hancock's Performance SUL	Composite Average of Guaranteed SUL	Performance SUL Advantage	Total Savings* Year 30
Premium	\$11,703	\$12,910	9% Lower Premium	\$36,210
Cash Value in Year 30**	\$459,343	\$131,811	248% More Cash Value	\$327,532
Death Benefit Guarantee Period	Age 90	Lifetime	-	=\$363,742
Death Benefit remains in force assuming current interest rates and charges**	Lifetime	Lifetime	-	

* Upon policy surrender.

** Assuming current interest rates and charges.

This is a supplemental illustration. Benefits and values are not guaranteed unless otherwise indicated; the assumptions on which they are based are subject to change by the issuer. Actual results may be more or less favorable. This is a supplemental illustration. Benefits and values are not guaranteed unless otherwise indicated; the assumptions on which they are based are subject to change by the issuer. Actual results may be more or less favorable. This is a comparison of different products which vary in premiums, rates, fees, expenses, features and benefits. The products are different and are designed to meet different client needs. Underwriting class is based on Preferred Non Smoker. Underwriting criteria will differ from company to company; we attempted to use comparable risk classes across all companies. Composite average is based on guaranteed SUL policies currently marketed by leading providers of SUL, excluding John Hancock, as indicated in the 2009 Q4 LIMRA Universal Life Sales Summary. Except as noted, all companies use the 2001 CSO tables. Companies for guaranteed SUL include: Hartford, Lincoln, MetLife, Protective and Sun Life. Policies and contracts on which the composite is based may not be available in all states. Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed. This comparison cannot be used with the public and complete personalized policy illustrations for each representative company must be presented or discussed with your clients. Please have your clients consult with their professional advisors to find out which type of life insurance is more suitable.

John Hancock
the future is yours

Current Assumption Leader - PUL



Performance UL, \$1,000,000 Face Amount, Full-Pay

Male Preferred Age 55	
Performance UL (NLG)	\$ 11,058
Performance UL (Solve)	\$ 11,462
AXA	\$ 12,260
AIG	\$ 12,714
Sun Life	\$ 13,010
Lincoln	\$ 13,055
ING-Protector UL (07)	\$ 13,336
Genworth	\$ 13,471
Pacific Life*	\$ 13,509
Transamerica	\$ 13,895
Prudential	\$ 15,406
MetLife	\$ 15,947

Female Preferred Age 55	
Performance UL (NLG)	\$ 8,933
Performance UL (Solve)	\$ 9,418
Lincoln	\$ 9,424
AXA	\$ 10,109
ING-Protector UL (07)	\$ 10,273
Sun Life	\$ 10,382
AIG	\$ 10,459
Transamerica	\$ 10,946
Pacific Life*	\$ 11,196
Genworth	\$ 11,616
Prudential	\$ 13,010
MetLife	\$ 13,840

Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed.

*Blended to Perf UL Target



Current Assumption Leader - PSUL



Performance SUL, \$2,000,000 Face Amount, Full-Pay, Male 55 & Female 52

Best Risk Class	Premium
Performance SUL	\$11,378
New York Life	\$12,349
Guardian	\$12,358
AXA	\$13,598
Pacific Life *	\$15,077
ING *	\$18,239

Preferred Non Smoker	Premium
Performance SUL	\$11,702
New York Life	\$13,868
AXA	\$14,784
Pacific Life *	\$15,171
Guardian	\$15,340
ING *	\$18,274

Standard Non Smoker	Premium
Performance SUL (Std Plus)	\$13,900
Performance SUL	\$16,750
New York Life	\$16,990
Pacific Life *	\$17,126
AXA	\$17,537
Guardian	\$17,813
ING *	\$22,195

*Blended to Performance SUL target

Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed.



Competitive 10-Pay Solves - PSUL



**Performance SUL, \$2,000,000 Face Amount
Male 55 & Female 52, Super Preferred Non Smoker**

10-Pay to Endow**	
	Premium
Performance SUL	\$29,456
Pacific Life *	\$31,121
New York Life	\$31,769
Guardian	\$34,365
AXA	\$35,875
ING *	\$42,964

**Performance SUL, \$2,000,000 Face Amount
Male 65 & Female 62, Super Preferred Non Smoker**

10-Pay to Endow**	
	Premium
Performance SUL	\$49,575
Pacific Life *	\$51,691
New York Life	\$52,455
AXA	\$56,714
Guardian	\$57,025
ING *	\$66,898

Competitor information is current and accurate to the best of our knowledge as of April 2010. The data shown is taken from various company illustrations. Current interest rates may be different for each company and may not be guaranteed.

*Blended to Performance SUL target

**Endows at maturity



Performance UL Riders



- LTC & LTC Continuation
- Return of Premium
 - NLG period remains 2 years
- Cash Value Enhancement
- Disability Payment of Specified Premium
 - Replaces Waiver of Monthly Deductions

John Hancock
the future is yours

Performance SUL Riders



- Estate Preservation
 - No Cost (except in NY)
 - Increases Death Benefit in first 4 years
- Cash Value Enhancement
 - Higher surrender values in first 5 years
- Policy Split Option
 - In case of divorce or Estate Tax law change
- Return of Premium
- Disability Payment of Specified Premium

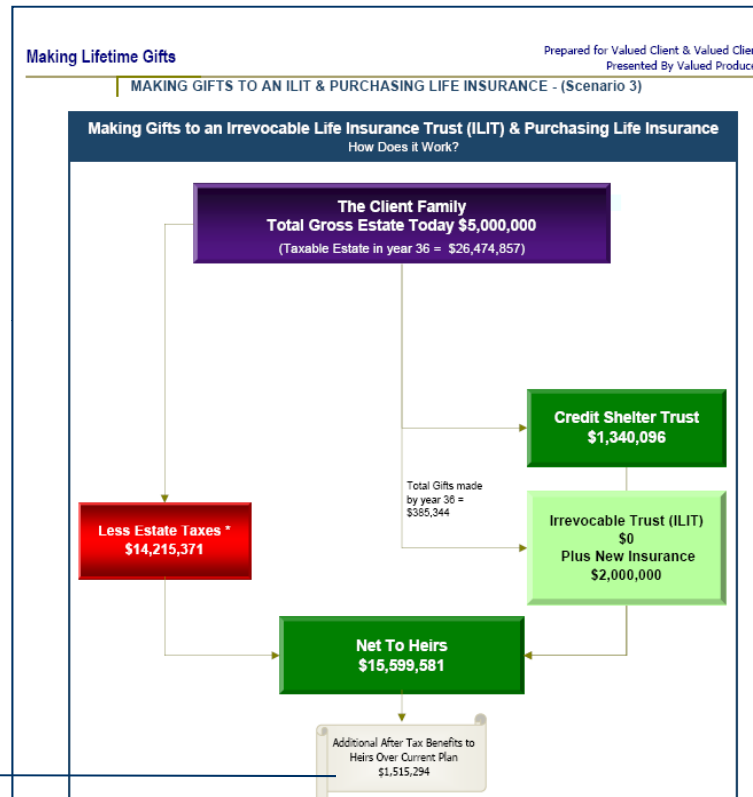
John Hancock
the future is yours

Performance Sales Concepts



- Lifetime Gifting
- Wealth Transfer
- Business Continuation
- Split Dollar Plans

Additional after tax benefit to heirs is **\$1,515,294!**



This data is taken from an Advanced Markets "JH Solutions" Presentation. It assumes a Performance SUL, Male, 55, Female 52, Super Preferred, \$2 Million Face Amount. To receive a "Making Lifetime Gifts" presentation to accompany your sales illustration, please call John Hancock Advanced Markets at 888-266-7498, opt. 3



Why Choose Performance SUL?



	OSI	Free Four Year Term Rider	Preferred to age 90	Standard Plus Class	Base Guarantee Duration	Maximum Retention	Comdex Rating
John Hancock <i>Performance SUL</i>	✓	✓	✓	✓	Greater of 10 years or age 90	\$25 M	97
Pacific Life <i>Pacific Estate Preserver III</i>		✓			Varies by issue age	\$20 M	91
AXA <i>Athena II SUL</i>			✓		None	\$25 M	95
New York Life <i>Survivorship UL</i>					None	\$50 M	100
ING <i>Strategic Accumulator SUL</i>			✓		None	\$10 M	81
Guardian <i>Estate Guard SUL</i>					None	\$12 M	98

Competitor information is current and accurate to the best of our knowledge as of April 2010. The composite index, Comdex, is the average percentile ranking of the ratings received by a company from five rating services, if available. The Comdex indicates on a scale of 1 to 100 where a company ranks among the 1,100 companies that have been rated.



Transition Rules



- June 18
 - Application Deadline
 - Requirements:
 - Signed Illustration & Tentative Offer, or:
 - Signed Application & Un/Signed Illustration
 - Note: Insured can sign app if Trust is not yet formed
- August 20
 - Issue Deadline

John Hancock
the future is yours

Interest Rates on Existing Products



- 20 bps reduction June 1 on Currently Marketed Products:
 - Accumulation UL '09
 - Performance UL '09
 - Performance SUL '06
 - VUL Fixed Account
- Other in-force products affected
 - See April 20 Comm Alert for Details

John Hancock
the future is yours

Fund Changes Effective May 3, 2010



- **2 Fund Additions**
 - Short Term Government Income - managed by MFC Global U.S.
 - International Equity Index A - managed by SSgA Funds Management, Inc.
- **1 Fund Name Change**
 - Strategic Income changing to Strategic Income Opportunities
- **5 Fund Mergers effective at close of business 4/30/2010**
 - U.S. Government Securities merging into Short Term Government Income
 - Short Term Bond merging into Short Term Government Income
 - Overseas Equity merging into JHT International Value
 - Pacific Rim merging into International Equity Index A
 - All Cap Growth merging into Capital Appreciation

Registration statements relating to the below securities have been filed with the Securities and Exchange Commission. These securities may not be sold until the registration statements become effective. This is not an offer to sell these securities and is not soliciting an offer to buy these securities in any state where the offer or sale is not permitted. The updated May 3, 2010 prospectuses will contain complete details on investment objectives, risks, fees, charges and expenses as well as important information about the John Hancock Trust and the underlying portfolios. Please advise your clients to consider the information contained in these documents carefully before investing.

John Hancock
the future is yours

Fixed Account Transfer Changes



Current Rule:

Transfers out of fixed account limited to greater of 1)\$2000 and 2) 15% (25% for CVUL) of the fixed account balance on the preceding policy anniversary.

New Rule effective May 3, 2010:

Add a third option - 3)the amount transferred out of the fixed account during the previous policy year.

Note: Transfers from fixed account to money market are still not allowed.

An investment in the Money Market portfolio is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the portfolio seeks to preserve the value of your investment at \$10.00 per share (\$1 per share for the "Money Market B" portfolio), it is possible to lose money by investing in the portfolio.

John Hancock
the future is yours

Disclosures



1. Performance UL and Performance SUL policies automatically include a no-lapse guarantee called the Death Benefit Protection feature. This feature guarantees that the policy will not default, even if the cash surrender value falls to zero or below, provided that the Death Benefit Protection Value remains greater than zero and policy debt never exceeds the Policy Value. For Performance UL issue Ages 60 or below, the no-lapse guarantee under the Death Benefit Protection is the greater of 30 years or to age 80; for Issue Ages 61–90 the guarantee is the greater of 10 years or to age 90. For Performance SUL, all Issue Ages, the no-lapse guarantee under the Death Benefit Protection is the greater of 10 years or to age 90 (of the younger insured). Factors such as, but not limited to, the amount and timing of premium payments, loans, withdrawals, or any other change allowed under the contract could potentially terminate the no-lapse guarantee. Once terminated, the Death Benefit Protection feature cannot be reinstated.

*If you are interested in obtaining a product prospectus and a John Hancock Trust prospectus, or if you would like a selling agreement with **John Hancock Distributors LLC**, please dial (888) 266-7498 and select Option 2. Please advise your clients to read the product prospectus in conjunction with the John Hancock Trust prospectus carefully. The prospectuses contain complete details on investment objectives, risks, fees, charges and expenses as well as important information about the John Hancock Trust and the underlying portfolios. Please advise your clients to consider the information contained in these documents carefully before investing.*

The portfolios in John Hancock Trust described above are not retail mutual funds and are only available under variable annuity contracts, variable life policies or through participation in tax qualified retirement plans. Although the portfolios' investment adviser or subadvisers may manage retail mutual funds with similar names and investment objectives, no representation is made, and no assurance is given, that any portfolio's investment results will be comparable to the investment results of any other fund, including other funds with the same investment adviser or subadviser. Past performance is no guarantee of future results.

Variable universal life insurance has annual fees and expenses associated with it in addition to life insurance related charges (which differ with the product chosen), including surrender charges and investment management fees. Variable universal life insurance products are long-term contracts and are sold by prospectus. They are subject to market risk due to the underlying sub-accounts, and are unsuitable as a short term savings vehicle. The primary purpose of variable universal life insurance is to provide lifetime protection against economic loss due to the death of the insured person. Cash values are not guaranteed if the client is invested in the investment accounts. There are risks associated with each investment option, and the policy may lose value.

John Hancock
the future is yours

Disclosures Continued



The Long-Term Care (LTC) and Long-Term Care (LTC) Continuation riders are accelerated death benefits and may not be available in some states. Maximum face amount: \$5 million with LTC rider; \$1 million with LTC Continuation rider. These riders are not considered long-term care insurance in some states. When the policy death benefit is accelerated for long-term care expenses, the death benefit is reduced dollar for dollar, and the cash value is reduced proportionately. There may be additional costs associated with these riders. The LTC Continuation rider is not available in some states including New York. Please go to www.jhsalesnet.com for a complete list of up-to-date state approvals.

For prospective policyholders in New York, this product is a life insurance policy that accelerates the death benefit for qualified long term care services and is not a health insurance policy providing long term care insurance subject to the minimum requirements of New York Law, does not qualify for the New York State Long Term Care Partnership program and is not a Medicare supplement policy.

These riders have exclusions and limitations, reductions of benefits, and terms under which the riders may be continued in force or discontinued. Consult the state specific Outline of Coverage for additional details.

The Return of Premium Rider allows clients to select a percentage of the premiums paid to be returned to the beneficiaries in addition to the death benefit. There are costs associated with the ROP rider, as well as limitations on the cumulative amount that can be returned. Not available in conjunction with certain other riders.

Some riders may have additional fees and expenses associated with them.

Guaranteed product features are dependent upon minimum premium requirements and the claims-paying ability of the issuer.

Insurance policies and/or associated riders and features may not be available in all states.

Insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02116 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595 and securities offered through **John Hancock Distributors LLC** through other broker/dealers that have a selling agreement with John Hancock Distributors LLC, 197 Clarendon Street, Boston, MA 02116.

