

**TERM RATES DOWN. RETENTION UP.
DONE AND DONE. BOOM! BOOM!**

TO: ALL BANNER AND WILLIAM PENN GENERAL AGENTS
FROM: FRANK GENCARELLI, SVP DISTRIBUTION AND MARKETING
DATE: JUNE 14, 2010

We are pleased to announce a rate reduction for OPTerm and Penn Term.

- Across all term periods – 10, 15, 20 and 30 year plans
- Male and female rates
- Focused on Preferred Plus NT, Preferred NT, Standard Plus NT (and therefore most impaired risk cases)

And the list of “NOs” will make you say “YES!”

- **NO** change in compensation
- **NO** change in convertibility
- **NO** increases
- **NO** longer a band of higher rates at \$2,000,001+. Our super-competitive \$1million rates apply to all higher face amounts.

The price to pay? Small. Our minimum face amount is now \$100,000.

New rates apply to all policies issued June 15 and later, with the exception of those with a face amount \$2,000,001 and higher, to which new rates will apply to policies issued July 1 and later. Applications for less than \$100,000 will be accepted, and issued at the old rate band, through July 15.

Our underwriters’ pens just got bigger! For most ages and rating classes, our retention is now \$2 million.

**Down and Up. Done and done. Good news
and good news. Boom. Boom.**

**And there’s more...keep an eye on your
inbox for the third major announcement from
Banner and William Penn!**

