
Simplified Whole Life Insurance

PRODUCT GUIDE

LifeScape[®]

For Agent use only.
Product availability and features vary by state.



Product Guide for Simplified Whole Life Insurance

Important Notice

This is a generic product guide. Your state may require a state-specific contract. The contract, **I L601, I L602, I L603** may not be available in all states.

The individual contract is your ultimate authority for any questions you may have about the requirements of this product.

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Simplified Life Insurance Portfolio

Assurity's Simplified Life Insurance Portfolio offers an affordable solution to a variety of needs. This portfolio includes:

- **Simplified Level Benefit Whole Life** – The full death benefit is provided from the first day.
- **Simplified Graded Benefit Whole Life** – A graded death benefit is provided the first two policy years for non-accidental death (40% of the face amount policy year 1 and 75% of the face amount year 2).
- **Simplified Modified Benefit Whole Life** – A modified death benefit is provided the first two policy years for non-accidental death (return of premium plus 10% in the first two policy years).

Quick Facts – Level Benefit Whole Life

PRODUCT TYPE

Simplified Level Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. This policy provides the full death benefit from the first day the policy is issued. To be considered for the Level Death Benefit plan, all questions on the application must be answered “no.”

ISSUE AGES

0-80 Age Last Birthday (applicant must be at least 6 months old)

ISSUE LIMITS

Face Amounts \$10,000 - \$50,000

Ages 0-14: Male/Female – Select Non-Tobacco

Ages 15-19: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000 - \$50,000

Ages 20-65: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000-\$25,000

Ages 66-80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

Quick Facts – Level Benefit Whole Life (continued)

PREMIUMS

Level, guaranteed, and based on issue class, gender, and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000

Semiannual – 0.510

Quarterly – 0.264

Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25.00

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Quick Facts – Graded Benefit Whole Life

(Not available in NC and WV)

PRODUCT TYPE

Simplified Graded Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. To be considered for the Graded Death Benefit plan, the proposed insured must be able to truthfully answer “no” to the medical history questions in Sections A and B, and unable to answer “no” to the medical history questions in Section C of the application. The Graded Death Benefit plan has a reduced death benefit for the first two years the policy is in force. If death due to natural causes occurs during the first year of coverage, the benefit is limited to 40% of the face amount. If death due to natural causes occurs during the second year of coverage, the benefit is limited to 75% of the face amount. After the second year, the full face amount of the policy is payable. The death benefit in Arkansas is 40% of the face amount in year 1 and 75% of the face amount in year 2, regardless of the cause of death. The death benefit in Missouri in year 1 is equal to 50% of the face amount.

ISSUE AGES

40-80 Age Last Birthday

ISSUE CLASSES

Face Amounts \$5,000-\$35,000

Ages 40-65: Male/Female – Select Non-Tobacco, Tobacco

Face Amounts \$5,000-\$25,000

Ages 66-80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

PREMIUMS

Level, guaranteed, based on issue class, gender and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000

Semiannual – 0.510

Quarterly – 0.264

Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25.00

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Quick Facts – Modified Benefit Whole Life

(Not available in AR, MN, MO, NC and WV)

PRODUCT TYPE

Simplified Modified Benefit Whole Life is a non-participating whole life insurance policy with level, guaranteed premiums through maturity at age 121. To be considered for the Modified Death Benefit plan, the proposed insured must be able to truthfully answer “no” to the medical history questions in Section A, and unable to answer “no” to the medical history questions in Section B and Section C of the application. The Modified Death Benefit plan has a reduced death benefit for the first two years of coverage. For death due to natural causes, the benefit is limited to 110% of the annual premium amount in year one of coverage and 220% return of the annual premium amount in year two of coverage. After the second year, the full face amount of the policy is payable.

ISSUE AGES

40-80 Age Last Birthday

ISSUE CLASSES

Face Amounts \$5,000-\$25,000

Ages 40-80: Male/Female – Select Non-Tobacco, Tobacco

To qualify for the Select Non-Tobacco class, the proposed insured must not have used any form of tobacco or nicotine-based products within the last 12 months.

NON-ILLUSTRATED

An illustration is not required for this policy, as all of the elements are guaranteed. However, illustration software is available.

NONFORFEITURE OPTION

Reduced Paid-up Policy Option, Extended Term Option and Automatic Premium Loan (APL) Option are available. If elected, the APL will be available to pay any unpaid premium as long as the premium does not exceed the maximum loan amount.

PREMIUMS

Level, guaranteed, based on issue class, gender and issue age (last birthday).

PAYMENT MODES AND FACTORS

Annual – 1.000

Semiannual – 0.510

Quarterly – 0.264

Monthly Preauthorized Bank Plan – 0.088

POLICY FEE

\$25.00

POLICY LOANS

Available when policy has cash surrender value.

POLICY VALUES

Calculation of minimum policy values and reserves are based on the 2001 Commissioner's Standard Ordinary Ultimate Mortality Table, Male/Female, Smoker/Non-smoker. Policy cash values can be determined using Assurity's Foresight illustration software.

Completing the application form

Completing an application for Simplified Life consists of eight easy steps:

1. Begin by completing the Proposed Insured, Policy Owner and Beneficiaries Sections.
2. Complete Health Information Section A. If a question in Section A is answered “yes,” STOP! Do not ask any further medical questions and do not submit the application.
3. If all questions in Section A are answered “no,” complete Section B. If a question in Section B is answered “yes,” STOP! Do not ask any further health questions. The application will be considered for the Modified Benefit Life plan.
4. If all questions in Section A and B are answered “no,” complete Section C. If all questions in Section A, B and C are answered “no,” the proposed insured will be considered for the Level Death Benefit plan. If a question in Section C is answered “yes,” the proposed insured will be considered for the Graded Benefit Life plan.
5. After all the questions in the Health section have been answered, please check the appropriate plan of insurance and specify the face amount and premium mode. Answer the replacement question and provide the company name and policy number, if a policy is being replaced.
6. Obtain the Proposed Insured’s signature. No one other than the Proposed Insured may sign on the Proposed Insured signature line.
7. Complete the Agent’s Statement. If the monthly premiums are being automatically deducted from a checking account or savings account, complete the Electronic Funds Authorization form and obtain a voided check. Complete the Premium Receipt and give the proposed insured the Premium Receipt. If a check for the initial modal premium does not accompany the application, the initial premium will be drafted from the insured’s financial institution at the time of policy issue.
8. Arrange the Personal History Interview (PHI) while with the proposed insured. A PHI is required on all applicants age 40+. See page 8 for instructions.

APPLICATION CHECKLIST

- Application form correct?
- Date of birth and age last birthday correct?
- Application questions answered and application signed by Proposed Insured?
- Plan applied for correct based on answers to questions in Sections B and/or C?
- Correct premium submitted (agent/agency checks and agent/agency money orders not acceptable), and if premiums paid by bank deduction, bank authorization and voided check attached?
- Application information and questions completed in person? (Applications cannot be taken over the phone or completed by mail.)
- All information and questions completed on Customer Identification Form?
 - Premium Receipt left with Proposed Insured?
- On-site Personal History Interview conducted for applicants age 40+ or voice-mail message left with underwriter requesting next-day call-back?
 - Any special effective date requested?
- Agent’s Information section completed?
- Agent Number(s) and split percentages shown?
- Referrals for your next three sales obtained?

Underwriting

The company's primary objective is to underwrite and issue Simplified Whole Life business using the application, MIB, prescription drug check, and a Personal History Interview at the time of sale.

There are no mandatory medical requirements such as paramedical or medical examinations, home office specimens, electrocardiograms, etc. Whenever possible, the company will underwrite and issue the insurance based on the answers on the application as confirmed during the Personal History Interview.

HEIGHT/WEIGHT CHART

Insured's Height		Minimum Weight	Maximum Weight
Feet	Inches		
4	10	78	214
4	11	81	221
5	0	84	230
5	1	86	237
5	2	90	246
5	3	93	254
5	4	96	262
5	5	98	269
5	6	101	278
5	7	104	285
5	8	107	294
5	9	110	303
5	10	113	310
5	11	116	319
6	0	120	328
6	1	124	336
6	2	127	345
6	3	131	354
6	4	134	363
6	5	137	369
6	6	141	380
6	7	145	388
6	8	148	394
6	9	152	402

NON-U.S. CITIZENS

We will consider non-U.S. citizens if they have official permanent resident status. Proof of permanent resident status (permanent visa) is required.

TELEPHONE INTERVIEW PHONE NUMBER 877-611-4701

A Personal History Interview will be conducted with the Proposed Insured at the time of sale for all applicants age 40+. Interviewers are available from 8:00 a.m. through 9:00 p.m., Monday through Thursday; and 8:00 a.m. through 5:00 p.m. on Friday (Central Time). Personal History Interviews not completed during normal working hours will be conducted on the next business day.

Underwriting (continued)

The Personal History Interviewer will verify the application data (name, address, birth date, age, beneficiary designation). The interviewer confirms that the Proposed Insured signed the application in the presence of the agent, that the Proposed Insured is not related to, or a household member of, the agent, and that the Proposed Insured's answers to the application questions were correctly recorded. If information is developed during the interview that conflicts with the answers on the application, there could be a change in the plan requested.

MAKING THE CALL

The agent is encouraged to call while with the Proposed Insured. Advise the interviewer that you are calling to complete an interview for Assurity's Simplified Life plan. Place the proposed insured on the telephone so the interviewer may ask questions directly to the individual who is being insured. It is important that your client is prepared to provide the necessary medical information and medications.

If calling outside the specified time periods, the agent should leave a voice mail. Your client will receive a telephone interview the next business day.

Administrative Guidelines

ACCEPTABLE PAYMENT METHODS

Assurity **will accept** the following methods of payments for initial and renewal premium and contributions for cash value life insurance, annuities or reversionary annuity products:

- Personal checks;
- Preauthorized checks or drafts;
- Credit cards for initial and renewal premium and/or initial and renewal contributions;
- Money orders in amounts below \$200 per month per policy;
- Cash for renewal premiums or contributions where payment by cash has a historical basis;
- ACH and wire transfers for premiums or contributions where such a payment method has a historical basis.

Other forms of payment including producer personal checks, producer credit cards, cash, wire transfers, cashier's checks and money orders, except as noted above, **will not** be accepted.

You have the following responsibilities with respect to acceptable/unacceptable methods of payment:

- to communicate the restrictions on acceptable payment to applicants and customers in advance of accepting payment;
- to explain what forms of payment are acceptable and return the unacceptable payment immediately, if an applicant or customer gives you an unacceptable form of payment;
- to report difficulty dealing with an applicant or customer regarding the company's acceptable and unacceptable forms of payment and to obtain information with respect to forms of payment received by Assurity.

ADVANCE PREMIUMS

Premiums may be paid in advance of their due date. When annual premiums are paid *at least a year in advance*, a discount is applied. The discount rate may change periodically to reflect current interest rates.

Administrative Guidelines (continued)

ASSIGNMENTS

The company accepts collateral assignments of life insurance. An assignment form can be requested from the Client Services Department in the Home Office or downloaded from the Extranet under Forms>Apps and Other Forms. The form is to be returned to the assignee and a copy retained by the company.

ANNUAL STATEMENT

The policy owner will receive a Policy Annual Statement on each policy anniversary. The statement will show all policy activity for the prior policy year.

CHANGE OF BENEFICIARY

To change the beneficiary on an in-force policy, a Request for Change of Beneficiary form must be completed. Please request this form from the Client Services Department or download it from the Extranet. Return of the policy is not required.

CHANGE OF OWNER

The owner of an in-force policy may be changed while the Insured is alive. To change the owner, a Change of Ownership form must be completed. This form may be requested from the Client Services Department or downloaded from the Extranet. The return of the policy is not required.

DUPLICATE POLICIES

A duplicate policy is available through the Client Services Department. The policy owner will be mailed a Lost Policy Affidavit. The company will prepare and mail a duplicate policy upon receipt of the completed affidavit.

GRACE PERIOD

A 31-day grace period is included in the policy for premiums not paid on or before the due date.

REINSTATEMENT

A lapsed policy may be reinstated within 3 years of the lapse date if: (1) the company agrees the insured is insurable, and (2) all unpaid premiums, including the compound interest of 6% from each due date, is received.

STANDARD POLICY LOANS

The loan value of the policy equals the cash value at the time of the loan -- less any unpaid premiums and any unpaid loans or loan interest -- through the next policy anniversary. The policyowner must send a signed, written request to the Client Services Department. All loan checks are mailed directly to the policyowner with a copy of the letter sent to you, the agent.

SURRENDER

To surrender a policy, the policyowner must send a written request to the Client Services Department and return the original policy.

Administrative Guidelines (continued)

DEATH CLAIM PROCESSING

Please contact the Claims Department to request an Application for Individual Life Benefits and provide the policyowner’s date of death. Return the completed application to the Claims Department along with a certified copy of the policyowner’s death certificate and the policy.

PREMIUM BILLING

The original premium notice for the direct premium mode is mailed 20 days prior to the due date. If unpaid, a reminder notice is mailed 5 days after the due date. If a remittance is still not received at the end of the 31-day grace period, lapse/nonforfeiture processing will be initiated.

Preauthorized premium payments may be drafted on any day falling between the 1st and the 28th of each month. If a preauthorized payment is returned, the company will notify the policyowner and send a copy of the notification to you, the agent. If a remittance is not received prior to the expiration of the grace period, lapse/nonforfeiture processing will be initiated.

Please contact Client Accounting at the home office for authorization forms needed to indicate a change in banks or to deduct a premium from a policyowner’s bank account.

LIST BILLING

If you need to establish a “list billing,” contact Policy Accounting at 1-800-869-0390 (ext. 4390) at the home office. Policy premiums arranged on a list bill are billed to a policyowner’s place of employment.

Simplified Whole Life Insurance Portfolio

Level Death Benefit	Form #I L601
Graded Death Benefit	Form #I L602
Modified Death Benefit	Form #I L603

About Assurity

Assurity Life Insurance Company’s origins are rooted in a century-long legacy of providing long-term security to policyholders that has earned generations of customers’ confidence and trust.

Assurity Life serves customers across the nation, offering disability income, critical illness and life insurance, annuities and specialty insurance plans through our representatives, worksite distribution and direct mail. Pension and investment management services are available through Pine Lake Advisors Inc., a subsidiary of Assurity Life.

With assets exceeding \$2 billion, Assurity Life has built a reputation for “best in class” service and sound, conservative business practices with a disciplined approach to financial management. Headquartered in Lincoln, Neb., Assurity Life has earned a high rating from A.M. Best Company, the insurance industry’s leading independent analyst.

We’re proud of our history of integrity, financial accountability...and helping people through difficult times.