

Why choose Protective Term life insurance?

Protective Term offers fully guaranteed level premiums for the initial premium periods of 10, 15, 20 or 30 years. It gives you the assurance of knowing your premiums will not increase at any time during the selected term period. When the guaranteed level premium period is complete, you have the option to renew at a higher premium rate that increases every year thereafter. And, coverage can last all the way to age 96. The decision is yours.

▶ **Protection**

No one wants to burden loved ones with an uncertain financial future in the event of an untimely death.

Term life insurance helps provide the security needed to meet your personal financial obligations or your family's future financial needs. Term life insurance can also be used in business continuation plans by funding buy-sell agreements, covering debts, or providing key-person coverage.

▶ **Affordability**

Protective Term life insurance is a very cost-effective way to provide financial security. It is meant for death benefit coverage, so there is no cash value accumulation or investment component. With term insurance you only pay for the coverage amount needed, making it possible to affordably obtain larger amounts of coverage.

▶ **Choice**

Protective Term life insurance allows you to select the exact period of time that you will need the coverage, preventing the overpayment of unnecessary coverage. You can choose the coverage amount and the duration period, from 10, 15, 20, or 30 years. Protective Term also provides a conversion option that allows the policy to be changed to a Company-designated plan at the time of conversion.

Protective Term has built-in features.

In addition to providing protection, affordability, and choice, Protective Term Life Insurance offers additional features that are built-in the policy.

▶ **Change of Plan Option ¹**

Protective Term insurance carries an option that allows you to change or convert your policy to a Company-designated life insurance policy available at the time of conversion, without submitting additional underwriting requirements based on current age and health. Since a long-term financial plan may indicate a need for permanent (rather than term) insurance plan, this conversion advantage should be discussed with your qualified advisor and evaluated carefully.

▶ **Terminal Illness/Accelerated Death Benefit ² (L584)**

This feature allows a portion of the death benefit to be paid in the event of a qualifying terminal illness and certain terms and conditions are met. The early payment of a portion of the policy provides funds to help cope with the financial and emotional costs that may be associated with a terminal illness.

¹ During the initial policy years, a policy may be changed (converted) to a Company designated life insurance policy available at the time of conversion. Change of plan must occur prior to age 75 and during the change of plan period. Consult policy for benefits, exclusions and limitations. Not available in all states.

² Not available in all states.

About Protective Life

Protective Life Insurance Company was established on a profound belief in the American dream. Since 1907, Protective Life Insurance Company has remained true to its core beliefs: quality, serving people, and growth. This unwavering commitment to treating people the way we would like to be treated has been rewarded with stable, long-term relationships, and growth. Today, Protective Life is one of the nation's leading insurance companies, proving the wisdom of our Company's vision: *Doing the right thing is smart business.*[®]

Protective Life Insurance Company has more than \$150 billion of coverage in force to date* and has insurer financial strength ratings** of:

- A+ (Superior, 2nd highest of 15 ratings) from A.M. Best
- AA (Very Strong, 3rd highest of 21 ratings) from Standard & Poor's
- AA- (Very Strong, 4th highest of 22 ratings) from Fitch
- Aa3 (Excellent, 4th highest of 21 ratings) from Moody's Investors Service

Each of these independent rating agencies has assigned its rating based on a variety of factors including Protective Life Insurance Company's operating performance, asset quality, financial flexibility, and capitalization. These ratings do not apply to the investment performance or safety of the variable sub-accounts or their underlying investments.

* As of 12/31/04

** These ratings are current as of 06/05. For more current information, please visit www.protective.com.

Protective Life Insurance Company is also a member of the Insurance Marketplace Standards Association (IMSA) and has adopted its Principles of Ethical Market Conduct. IMSA is a voluntary membership organization created by life insurance chief executives to establish a uniform set of standards against which companies can verify that they have appropriate market conduct policies and procedures in place for their individual life and annuity products. Its central goal is to maintain high standards of ethical company behavior in the life insurance marketplace.

Policy forms TL-06 and TL-12, are level death benefit term life insurance policies to age 96 and state variations thereof. Premiums increase annually after the initial guaranteed premium period. Subject to underwriting. Benefits adjusted for misstatement of age or gender. Consult policy for benefits, riders, and limitations. Not available in all states, including New York. Neither Protective Life nor its representatives offer legal or tax advice. You should consult your attorney or tax advisor regarding your individual situation. The Company can not increase the premium scale. There are no cash values. Up to 2-year contestable and suicide period.



Protective 
Life Insurance Company
Doing the right thing is smart business.[®]



**INSURANCE MARKETPLACE
STANDARDS ASSOCIATION**

Protective Term Life Insurance

Protective 
Life Insurance Company
Doing the right thing is smart business.®

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Why is life insurance important?

Life insurance is about protection. It helps provide security for your loved ones when they need it most. Protecting your family with life insurance can help ensure that they do not face the added burden of financial pressures, should the unexpected happen.

Also, a life insurance plan can be tailored to provide financial protection to cover business needs. Protecting your business interest with life insurance can include covering business debt, funding buy-sell agreements, or providing key person coverage.

Life insurance is a valuable planning tool that can easily be a part of an overall financial plan or stand-alone as a single source of protection. Properly planning for your life insurance needs today can provide a lifetime of financial security tomorrow.

Why consider term life insurance?

Term life insurance is designed to provide pure death benefit protection for a specific period of time, usually 10, 15, 20, or 30 years. Typically it can be renewed after the initial term. You can choose the amount of coverage needed and the length of the protection period based on your specific needs. Generally, it's less expensive than permanent insurance, making it an affordable way to provide financial security for your personal or business needs.



Term life insurance can cover many different needs:

- Replacing income of a wage earner.
- Paying off home mortgage or other debt to ensure that your family can remain in their home.
- Providing for educational expenses such as college.
- Covering childcare expenses.
- Providing care for dependent elder family members such as a parent.
- Paying for final expenses.
- Providing for business continuation by funding buy-sell agreements or providing key-person coverage.

Customize your policy with riders

Term life insurance from Protective is designed to let you choose the plan that is right for you at an affordable price. Since every family or business situation is unique, you may want to consider additional benefits and riders to customize your policy to your needs.³

Guaranteed Insurability Riders

With the guaranteed insurability riders, death benefit protection can be increased in the future without providing evidence of good health at that time. You can choose from the following:

- **Variable Option (L544):**
Allows the purchase of up to five times the base policy amount at designated future option dates. If the need for increased amounts of insurance becomes necessary, this option allows those increases to take place without concern for any changes in health status.
- **Survivor's Choice (L546):**
Allows the purchase of additional life insurance for a surviving individual, upon the death of the "designated life" insured by the policy. For example, if a financially supportive husband predeceases his insured wife, the wife could increase her coverage, providing more financial support for their children in the event of her death.

Waiver Of Premium Rider (L509)

This rider covers your premium payments should you become disabled for six months or longer and meet specific conditions. Premium payments for the policy would be waived; including all riders attached to the policy.

Protected Insurability Rider (L530)

As you face life's changing events, your responsibilities expand, income increases, assets build, and family grows. So does the need for additional death benefit protection. Designed primarily for the younger market, this rider provides the opportunity to increase coverage amounts at specified future dates without evidence of insurability.

Children's Term Rider (L502)

This rider is designed to provide low-cost term insurance for your children. Rather than purchasing individual policies on each child, you can use this rider to provide additional death benefit protection for all natural, adopted, and stepchildren as well as any yet to be born or adopted into the family. It can provide term insurance for your children to age 25 or to age 65 of the base insured, the expiry date of the rider, or termination of the policy — whichever is earlier — for all covered children of the insured. The annual premium for this rider does not increase, regardless of the number of children you have covered.



Accidental Death Benefit (L503)

This rider provides additional coverage that pays an additional benefit should you die as a result of an accident.

³ Actual terms and conditions contained in each rider govern all benefits provided. The optional riders are available at additional cost. Assumes medical and financial underwriting qualifications at time of initial application. Not available in all states.

Things to consider before purchasing term insurance:

- Temporary needs are not always predictable and could outlast the initial term period. Make sure the term coverage period you choose will last as long as the need for which it is purchased.
- After the initial term period, a term policy becomes more expensive over time. Declining health and increasing age are both contributors and could dramatically increase costs of new coverage or result in no available coverage.
- A term policy does not allow a premium payment to be skipped. It must be paid on time to keep the policy in force.
- Term insurance is meant for death benefit coverage. There is no cash value accumulation or investment component.
- When considering a term policy with the intent to convert it to another plan later, be mindful that it must be changed before the end of the conversion-period. Waiting too long could result in a large increase in premium costs and the available plans will not be known until time of conversion.

About Your Policy

What will I see in the Policy Form?

The Policy Form will provide basic information about the policy and endorsements that govern all benefits provided. It will provide basic policy information in relation to premium payments, charges contained in the policy, and other provisions as related to your policy.

Will I receive an annual statement for review?

After each policy anniversary, a personalized annual report will be sent to the policy owner. The report will show premium payments and expense charges since the last policy anniversary.

