

# Protective Life Bulletin

DATE: March 29, 2019

## Lower Rates for Protective<sup>®</sup> Classic Choice Term

The same dependable coverage, now with an even lower price tag. Beginning April 1, 2019, Protective Classic Choice Term will be even more competitive with an average 1% premium decrease<sup>1</sup>. These market-leading rates put Protective Classic Choice Term in the top 3 – **or better** – 92% of the time, and in the top 5 nearly every time<sup>2</sup>.

In addition, in the state of New York, we will only offer Classic Choice Term for cases at and above \$1 million starting April 1. Cases will also no longer be available at the 25-year term period. This means any cases written after April 1 in New York that are below \$1 million, and/or at the 25-year term period will not be eligible for the Classic Choice Term product. *(The average 1% premium decrease does not apply to New York rates).*

### Transition Rules:

- For ticket business and direct writers (*not including NY*): applications must be signed and received on or before Monday, April 29 to receive current rates
- For paper business (*all Protective Classic Choice Term NY business and paper applications*): applications must be signed and received on or before Monday, April 29 to receive current rates
- Any application in underwriting on April 1 may choose between the old and new version of the product

For more information about our Protective Classic Choice Term product, or any of our other products, please contact your Protective Life representative.

Let's deliver on our promises. Together.

<sup>1</sup> Slight increases within select pricing cells were imparted to maintain ranking.

<sup>2</sup> Rankings current as of March 2019. Based on comparisons of Protective Classic Choice Term monthly premiums against 21 carriers, at quinquennial ages for three Non-Tobacco underwriting classes at durations of 10, 15 and 20 years.

Protective Classic Choice Term, policy form number ICC16-TL21/TL-21, and state variations thereof, is a level death benefit term life insurance policy to age 90, issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana unisex rates apply. Premiums increase annually after the initial guaranteed period. All payments and guarantees are subject to the claims-paying ability of the issuing insurer.

