

Protective Life Bulletin

DATE: July 20, 2020

New Pricing Available for Protective® Classic Choice Term

We've repriced Protective® Classic Choice term to have new lower rates in multiple cells, putting it in the **Top 3 or better 95% of the time** in monthly pay scenarios and in the **Top 3 93% of the time** in annual pay scenarios.* These new rates go into effect today, July 20, 2020.

In addition to these changes, we'd like to remind you of some recent Protective Classic Choice term enhancements:

- **Offer Coverage Longer with 35- and 40-Year Term Periods**
Protective Classic Choice term includes guaranteed level term options at 35 and 40 years. Protective is now one of only three national carriers to offer more than 30 years of level term coverage.
- **Accelerate Your Business with Protective Velocity**
By using Protective Velocity — our suite of digital solutions — you can streamline your business and go from application submission to sales commission nearly 40 days faster.

Transition Rules:

- For ticket business and direct writers: applications must be signed and received on or before Monday, August 17 to receive current rates.
- For paper business: applications must be signed and received on or before Monday, August 3 to receive current rates.
- Any application in underwriting on Monday, July 20 may choose between the old and new version of the product but will retain the rates initially quoted unless otherwise requested up until the case has been approved.

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

Let's deliver on our promises. Together.



*Rankings current as of July 2020. Based on comparison of Protective Classic Choice Term monthly premiums against 23 carriers, at quinquennial ages for three Non-Tobacco underwriting classes at durations of 10, 15, 20, 25 and 30 years.

Protective Classic Choice term, policy form number ICC116-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, Brentwood, TN. 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.

