



West Coast Life Universal Life Portfolio Re-price

Effective January 18, 2011, West Coast Life will make modest increases to the current rates on the following lapse protection guarantee* and current assumption universal life insurance products.

- LifeTime Platinum III UL
- LifeTime Platinum III Plus UL
- ModLife UL
- LifeTime Advantage Plus UL

Re-price Overview

• **Lapse Protection Guarantee Products**

Premiums will be higher across the board on the *LifeTime Platinum III UL*, *LifeTime Platinum III Plus UL*, and *ModLife UL*. While premiums will increase slightly in most cells, **we will not lose our current competitive position in the lapse protection guarantee universal life insurance marketplace**. See an example below of our competitive position after the re-price.

LifeTime Platinum III UL 1/11

Lifetime Premium Rankings

Rank #1	23 Times
Rank Top 5	155 Times
Comparing the lapse protection guarantee products of 18 core competitors, 204 cells ranging in age between 35 and 85, all underwriting classes (male & female), and face amounts of \$250,000 & \$1,000,000.	
Data in the comparison is based on information available from the companies and is believed to be current as of 12/13/2010, but is subject to change.	

• **Current Assumption Product**

The current assumption product will remain well positioned for premium financing and other advanced underwriting scenarios. The expense charges on *LifeTime Advantage Plus UL* have increased for ages 70+ for non-tobacco classes and all ages for tobacco classes.

Business Transition Rules (No exceptions will be made to the following business rules.)

- All applications received prior to **02/28/2011** will be processed according to the accompanying illustration.
- All applications received on **02/28/2011** and later will be processed using the new rates.
- Applications for conversions will be the same as the business transition rules listed above.

Please note: Reissue rules are the same as typical reissues rules with UL product releases. Policy date Reissues will be allowed for a 90-day period, following the inforce date, subject to the standard business rules and an amended application.



**West Coast Life
Insurance Company**
A PROTECTIVE COMPANY

Communication

Product Update

2801 Highway 280 South • Birmingham, AL 35223 • 1-877-778-3500 • www.westcoastlife.com

Illustration and Quoting Systems

- The WinFlex system will begin quoting the 1/11 UL products in all approved states on 01/18/11.
- The 1/11 UL products will be available in the TeleLife pre-application system for all approved states on 01/18/11.

State Availability

- The 1/11 LifeTime Platinum III UL, LifeTime Platinum III Plus UL, and ModLife products are approved in all states **except the following: NY**
- The 1/11 LifeTime Advantage Plus product is approved in all states **except the following: MD and NY**

Questions?

Agents – Please contact your BGA

**BGAs – Please contact your Regional Representative
or the Sales Desk at 877-778-3500, Option 2**

West Coast Life LifeTime Platinum III UL, LifeTime Platinum III Plus UL LifeTime Advantage Plus, ModLife, policy form WC-U15 and state variations thereof, are flexible-premium universal life insurance policies issued by West Coast Life Insurance Company which is located at 2801 Highway 280 South, Birmingham, AL 35223. Product features and availability may vary by state. Subject to underwriting. Subject to up to a 2-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. Consult policy for benefits, riders, limitations and exclusions. In Montana, unisex rates apply. Not available in all states. All payments and all guarantees are subject to the claims paying ability of West Coast Life Insurance Company.

**The policy will not lapse due to insufficient funds as long as the Lapse Protection Account value equals or exceeds policy debt. The amount of premium and any charges determine if the lapse protection is in effect. Loans, partial surrenders, policy changes, and any delinquent premium outlays will affect the length of the protection. The lapse protection guarantees the policy death benefit only, not the cash or surrender value. Refer to policy and endorsements for complete limitations, terms, and conditions.*