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TRENDSETTER® SUPER SERIES TFLIC-NY

Trendsetter® Super Series NY Revision

Effective July 15, 2011, Transamerica Financial Life Insurance Company (TLFIC – New York) is revising the Trendsetter® Super Series term portfolio. While premiums will see an increase for face amounts of \$100,000 and greater, the Trendsetter® portfolio offers a number of advantages to expedite business with the following:

- NEW: Non-medicals for Standard Smokers and Standard Nonsmokers for face amounts from \$25,000 to \$99,999*
- Continuation of the Transamerica Opportunity Program (TOP) that allows for qualifying applicants to obtain up to \$1 million of term coverage (see details below.)

In addition, the Income Protection Option (IPO) allows for policy owners to guarantee a monthly stream of income to beneficiaries, in addition to or in lieu of a large lump sum.

TFLIC Trendsetter® Rate Transition Guidelines

Trendsetter® Super Series NY's new non-medical band is available today. New rates can be calculated in the new Rate Guide below. Quotes can also be obtained by contacting Steve Pugh in Life Products at 213-742-4281. (The TransWare® illustration software will reflect the old rates through July 22nd.)

All applications for the current Trendsetter® Super Series NY portfolio must be signed, dated and received in our Cedar Rapids administrative office by close of business on August 15, 2011. Incomplete applications or applications received after August 15, 2011 will be issued based on the new Trendsetter® premiums.

For more information, please contact Strategic Marketing at 866-545-9058, go to www.tatransact.com or view the material below.

- [Trendsetter® Life Product Bulletin](#)
- [Trendsetter® Product Guide](#)
- [Trendsetter® Quick Facts Flyer](#)
- [Trendsetter® Consumer Brochure](#)

- [TOP Program Details](#)
- [IPO Flyer](#)

*Face amount limitations apply based on age.

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