

Protective Life Insurance Field Office Bulletin

Introducing the Return Of Substandard Charges Option (ROSCO) Rider on ProClassic UL

Protective ProClassic UL, policy form UL-15 and state variations thereof, is a flexible premium universal life insurance policy issued by Protective Life Insurance Company. 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. All payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company. ROSCO, Form L625, may not be suitable for all ages, face amounts, and/or objectives.

PLAG.9502 (07.09)

Birmingham, Alabama

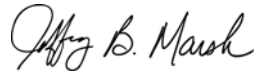
Protective 
Life Insurance Company
Universal Life • Annuities • Term Insurance

RE: Introducing the Return Of Substandard Charges Option
(ROSCO) Rider on ProClassic UL

DATE: July 22, 2009

TO: Protective Life Distributors

FROM: Jeff Marsh, Vice President – Life Sales & Advanced Markets



Protective Life is pleased to introduce an innovative solution to meeting the permanent insurance needs of individuals with substandard underwriting ratings. **Introducing the Return of Substandard Charges Option (ROSCO)**...a new and innovative rider designed to encourage individuals to improve their health through key lifestyle changes, with the goal of outliving their estimated life expectancies.

How does ROSCO work?

ROSCO can help enhance the many powerful benefits and features of our ProClassic universal life insurance policy for clients issued with substandard underwriting ratings. Upon expiration of the rating period (15 or 20 years), all substandard charges associated with ROSCO will be returned as a credit to the policy value and the substandard charges will be reduced to standard charges. See attached flyer for a few examples.

ROSCO Specifications

- Issue Ages: 0-80
- Substandard rating period:
 - 20 years for issue ages 0-70
 - 15 years for issue ages 71-80
- Minimum face amount: same as base policy
- Maximum face amount: same as base policy
- Maximum substandard table: Table 8
- ROSCO is available only at issue and cannot be terminated before the end of the substandard rating period
- The policy must be in-force at the end of the substandard rating period to receive the return of substandard charges as a credit to the policy value

Target Market

- Individuals with substandard underwriting ratings who plan to improve their overall health, with the goal of outliving their estimated life expectancies.
- Individuals interested in tax-deferred cash value accumulation and access to policy values to meet future financial needs.

(continued)

Protective Life Insurance Company • Institutional Distribution Group
600 Vine Street, Suite 1800 • Cincinnati, Ohio 45202 • (800) 628-6390 • FAX (513) 357-4420

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ROSCO Availability

- ROSCO is approved in all states **except the following**: CA, CT, FL, KS, MA, MS, NV, NC, PA and PR.

Illustration System

- The ELI system began quoting ROSCO in all approved states on Monday, July 20, 2009.

Marketing Materials

- Utilize our new Universal Life Optional Benefits and Riders Reference Guide for complete ROSCO details.
- Hard copies, including consumer product guides and producer guides for ProClassic UL can be ordered through your normal supply channels.
- Electronic versions of all the materials referenced above are now available for download at www.protectiveadvisor.com.

To find out how ROSCO can make a difference for your substandard clients, contact your Divisional Sales Manager or call the Protective Life Sales Desk at (800) 628-6390, option #2.

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