

## GenBuilder SPL

After a period of prolonged low interest rates and lower than desired levels of return, Lincoln Benefit Life will discontinue new sales for the GenBuilder SPL, effective June 2, 2010.

### **Transition Rules**

We will continue to accept applications that are signed and dated on or before June 1, 2010 and received in good order on or before June 16, 2010. Premium payments for pending 1035 exchanges will be accepted for six months from the request date.

### **Marketing & Illustration Support**

GenBuilder will be available in the Eclipse Illustration Software, through June 1, 2010. The GenBuilder sales materials will no longer be orderable after May 28, 2010.

For more information, please contact your marketing organization or call the home office at 888-525-7355.

GenBuilder (UL0810) is a single premium universal life insurance policy issued by Lincoln Benefit Life Company, Lincoln, NE, a wholly-owned subsidiary of Allstate Life Insurance Company, Northbrook, IL.

Guarantees are based on the claims-paying ability of Lincoln Benefit Life Company, Lincoln, NE.

**For Broker/Dealer or Agent use only.** Not for public dissemination. May not be shown to the public in oral, written or electronic form as sales material.