

Universal Life Flex (UL Flex) transition guidelines

03/03/2010

The release of the Principal Universal Life Flex re-price is scheduled for Monday, March 22, 2010. Both options of UL Flex, Flex (2010) and UL Flex (Accumulation-2010) will be offering new business underwriting program guidelines and related rates.

Transition from Principal Universal Life Flex (2009) to Principal Universal Life Flex (2010) effective March 22

- There will be a 30-day transition period for Principal Universal Life Flex. The transition period will run from March 22, 2010, to April 22, 2010. Applications signed during this timeframe are eligible for either the 2009 rates* or the new 2010 rates* subject to state approval date, and product introduction date.
- Applications signed after the 30-day transition period will be issued the new 2010 rates*.
- A revised illustration will be required if new rates* are desired, and can be signed on delivery.
- If backdating to save age or for common dating, current backdating rules apply.

Cases pending on March 22

Applications still in underwriting can be issued with the new UL Flex rates*, contact your case coordinator.

- No new application will be required to receive the new 2010 rates*.
- A revised illustration will be required prior to issue if the new 2010 rates* are desired. This may be signed on delivery.
- Backdating is available, with the correct illustration and backdating request form. Current backdating rules apply.

Recently issued policies (COD, offer or shortage)

New Principal UL Flex rates* are available for contracts that were issued COD, offered or with a shortage (not paid), COD or offered policies will be **current dated**, subject to the following requirements:

- A new signed illustration submitted with the delivery requirements.
- If a signed illustration is not received with delivery requirements, a new illustration and data pages will be mailed to the producer for delivery to the client.
- If a signed Flex (2010) illustration is received with the delivery requirements, we will mail new data pages to the client.
- Policies issued with a shortage may receive the new rates*. Submit a new UL Flex signed illustration. New Data pages will be mailed to the client. **The policy date will remain the same.**
- If backdating is desired submit a backdating request form with the correct illustration.

*** There should be no difference in pricing between the 2009 and 2010 versions of UL Flex unless business underwriting programs are being used.**

For more information: National Sales Desk, 800-654-4278

Principal Universal Life Protector III (2010) transition guidelines

03/03/2010

The release of the new Principal Universal Life Protector III (2010) is scheduled for Monday, March 22, 2010. The new Principal Universal Life Protector III (2010) will be offering new rates. It still is competitive in single pay, continuous pay, 10 pay scenarios to both age 100 and 121.

Transition from Principal Universal Life Protector III (2007) to Universal Life Protector III (2010) effective March 22

- The transition period for Protector III (2010) rates will be 30 days from the March 22 approval date. We will offer both the original Protector III (2007) product and the new (2010) rates for Protector III, subject to state approval and product introduction date.
- Applications signed after the 30 day transition period will be issued the new Protector III (2010) rates.
- A revised illustration will be needed if new rates are desired, and can be signed on delivery.
- If backdating to save age or for common dating, current backdating rules apply.

Cases Pending on March 22

Applications still in underwriting can be issued with the new Protector III (2010) rates. If interested, please contact your case coordinator.

- No new application will be required to receive the new Protector III (2010) rates.
- A revised illustration will be needed prior to issue if new Protector III (2010) rates are desired. This may be signed on delivery.
- Backdating is available, with the correct illustration and backdating request form. Current backdating rules apply.

Recently Issued Policies (COD, Offer or Shortage)

New Principal Protector III (2010) rates are available for contracts that were issued COD, offered or with a shortage (not paid). COD or offered policies will be **current dated**, subject to the following requirements;

- A new signed illustration submitted with the delivery requirements.
- If a signed illustration is not received with delivery requirements, a new illustration and data pages will be mailed to the producer for delivery to the client.
- If a signed Protector III (2010) illustration is received with the delivery requirements, we will mail new data pages to the client.
- Policies issued with a shortage may receive new rates. Submit a new Protector III (2010) signed illustration and new data pages will be mailed to the client. **The policy date will remain the same.**
- If backdating is desired submit a backdating request form with the correct illustration.

For more information: National Sales Desk, 800-654-4278