

TrueTerm Rate Reductions

Effective April 12, 2010, we are reducing rates for our TrueTerm product, making it a more competitive solution in our life portfolio. The rate changes will **reduce rates in select cells up to 26%**, with typical rate reductions in the range of 5-15%. (**Please note:** *not all rates will change, but there will be no rate increases.*)

Key facts:

- Decreases will be for 10-year term rates, 15-year term rates and 20-year term rates (*no rate reductions for 30-year term rates*)
- Decreases will focus on the \$500k and \$1M bands (*\$50k, \$100k and \$200K bands will also experience decreases*)
- Male and Female rates for non-tobacco classes will be reduced
- Rate reductions will occur across a wide range of ages

For Current Pending Policies

To discuss the status of any current pending policy or to request the pending policy be held in suspense until after April 12, 2010, call 888-525-7355 or email lblsales@allstate.com.

Transition Rules

Policies Issued On or After April 12, 2010

TrueTerm policies issued on or after April 12, 2010 will automatically receive the new rates. (*Policies that want to receive the new rates cannot be backdated prior to April 12, 2010 to "save age".*)

Policies with Application Dates On or After March 1, 2010 and Issued Prior to April 12, 2010

A policy with an application date after March 1, 2010 and issued prior to April 12, 2010 may have their policy re-issued to receive the new rates without additional underwriting.

The following rules will apply:

- A letter explaining the reissue steps will be sent out to policyholders who meet the following criteria:
 - whose premium would be lower with the new product, and
 - their application and issue dates fall within the stated time period
- The agent will receive a copy of the letter and will be the contact for their customer.
- No new application is needed.
- No new underwriting will be required as long as the policy has the same face amount and term period, OR changes to the face amount do not result in a premium higher than the current premium (*this requires a signed amendment from the customer*).
- The policy will be re-issued with the same policy number, the same application, and a new issue date of April 12, 2010.
- **Agents must contact the service center by June 30, 2010** to initiate the process for their impacted customers. Agents should fax a Policy Change Request (Form LBL1149) form to 866-525-5433 or email to service@allstate.com. Re-issue requests received after June 30, 2010 will follow our regular replacement rules (*a new application and underwriting will be required*).
- Per our normal re-issue process, the prior policies received premium will be applied towards premium due for the new policy. Any excess will be refunded to the customer via check.
- Normal agent compensation re-issue rules will apply

Policies Issued Before April 12, 2010, and Application Date Prior to March 1, 2010

TrueTerm policies issued before April 12, 2010 with an application dated prior to March 1, 2010 must follow our regular replacement rules in order to receive the new rates. (*No communication*)

will be sent to these customers.)

Illustration Software

Updated illustration software reflecting the new TrueTerm rates will be available for download from accessallstate.com on April 10, 2010.

Watch for software updates to see the rates in action!

TrueTerm (LP0600) is a term life insurance policy, Legacy Secure UL (UL0610) & Legacy Choice UL (UL0620) are flexible premium adjustable life policies and Legacy Secure SL (UL0760) is a survivorship life insurance policy. All are issued by Lincoln Benefit Life Company, Lincoln, NE, a wholly-owned subsidiary of Allstate Life Insurance Company, Northbrook, IL.

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