

Protective Life Insurance Field Office Bulletin

One-time Conversion Opportunity for Protective Life Term Policyholders

Life insurance is issued by Protective Life Insurance Company, 2801 Highway 280 South, Birmingham, AL 35223. Product features and availability may vary by state. Consult policy for benefits, riders, limitations, and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company.

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Birmingham, Alabama

Protective 
Life Insurance Company
Universal Life • Annuities • Term Insurance

RE: One-time Conversion Opportunity for Protective Life Term Policyholders

DATE: June 18, 2010

TO: Protective Life Distributors

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

Jeff B. Marsh

Effective immediately, a special one-time conversion opportunity is being offered to all Protective Life term policyholders with policies dated January 1, 2008, to present. **For a limited time, the policyholder can convert his/her term policy to an eligible universal life insurance policy, without evidence of insurability.**

The details are as follows:

- All Protective Life term policies **dated January 1, 2008**, to present are eligible for this special conversion opportunity (subject to conversion provisions within the current policy).
- Eligible conversion products are Protective ModLife or Centennial G II UL Plus (Centennial G II is NOT available). Products currently available for conversion (ProClassic UL, Non-par Whole Life, etc.) still remain eligible.
- No evidence of insurability is required.
- Full first-year compensation will be paid.
- Conversion applications must be signed prior to January 1, 2011, and received in the Home Office prior to January 15, 2011.

Don't miss out on this one-time opportunity to convert, without evidence of insurability, your eligible term policyholders to one of our universal life products. **This program ends January 1, 2011.**

If you have any questions, please contact your Divisional Sales Manager or the Life Sales Desk at (800) 628-6390, option #2.

Protective Life Insurance Company • Institutional Distribution Group
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