

Priority Press from United of Omaha

Standard Equals Preferred



03/12/02

Marketing News

Maximum Face Amount Raised to \$1 Million Dollars for Non-Tobacco Cases

Universal Life policies that are approved at standard will be issued preferred rates for the first \$1 million dollars of coverage for non-tobacco cases. For tobacco cases, the maximum face amount remains at \$750,000.

Here are the program parameters:

Dates: February 1, 2002 through June 30, 2002 for cases up to \$750,000
March 1, 2002 through June 30, 2002 for cases up to \$1,000,000

Face amounts: \$250,000 to 750,000 tobacco cases
\$250,000 to \$1,000,000 non-tobacco cases

Issue Ages: 40-65 (age last birthday)

Product Included: Priority Ultra UL, Priority Max UL, Priority Classic 120,
Flexible Premium Variable Universal Life

Limitations: This program applies to fully underwritten business by United of Omaha. Internal replacements and conversions are not included. Clients will be issued preferred coverage in an amount that doesn't exceed \$750,000 for tobacco cases or \$1,000,000 for non-tobacco cases when combined with in-force life business of any rating. All cases must be received in the home office by July 15, 2002. Backdating to qualify a client for this program is not allowed.