



# Communication

## Important Announcements from West Coast Life:

### Introducing the ExtendCare Rider on LifeTime Platinum III UL West Coast Life UL Portfolio Re-price

- *West Coast Life offers a **new optional rider for chronic illness care** on our most competitive guaranteed universal life insurance policy. As an optional rider on the **LifeTime Platinum III**, the **new ExtendCare rider** increases the policy's flexibility by allowing up to 100% of the death benefit to be accelerated in the event the insured becomes chronically ill and qualifies for the benefit. [Go here](#) for more details.*
- *[View](#) the **Top 10 Reasons to Sell West Coast Life's ExtendCare rider** on LifeTime Platinum III UL.*
- ***Effective January 18, 2011**, West Coast Life is increasing rates on **LifeTime Platinum III, LifeTime Platinum III Plus, ModLife, and LifeTime Advantage Plus**. [Read more](#) about this important update.*

Have questions? Contact the West Coast Life Sales Desk at 877-778-3500, option 2.