



CONSTANTS YOU CAN COUNT ON.



Mom still loves you. Sky is blue. Grass is green.
There's a Starbucks nearby.

**Legal & General America is at
the top of the term charts!**

TO: LEGAL & GENERAL AMERICA GENERAL AGENTS
FROM: FRANK GENCARELLI, SVP, MARKETING AND DISTRIBUTION
DATE: APRIL 18, 2011

A rate reduction on OPTerm[®] and Penn Term[™] plans kicks in effective with policies issued today, Monday, April 18, 2011.

- Targeted to meet recent competitor moves
- Changes affect male rates: 15, 20 and 30-year plans
- No increases!
- Rates are already loaded in term quote engines, Banner IM 16.8 and William Penn 8.3, are available for download NOW

It's a beautiful day – blooming trees, warm-weather clothes, outstanding competitive positions! For a closer look, read on.

BANNER. WILLIAM PENN.
YOUR COMPANY FOR LIFE[™]



COUNT ON THIS: WE ARE LOOKING GOOD.

We compared male OPTerm annual premiums for 10, 15, 20 and 30-year durations at \$1M and \$500K face amounts at issue ages 20 up to company maximums.

| Carrier | BEST PNT, PNT, SPNT CLASSES | | | SNT, PT, ST CLASSES | | | TOTALS | | |
|------------------|-----------------------------|---------|-------------|---------------------|---------|-------------|--------|---------|-------------|
| | We Win | We Lose | It's a Draw | We Win | We Lose | It's a Draw | We Win | We Lose | It's a Draw |
| American General | 93.2% | 6.8% | 0.0% | 47.7% | 52.3% | 0.0% | 70.8% | 29.2% | 0.0% |
| AXA | 90.9% | 6.8% | 2.3% | 69.9% | 29.7% | 0.4% | 80.6% | 18.1% | 1.3% |
| Genworth | 92.9% | 7.1% | 0.0% | 55.7% | 44.3% | 0.0% | 74.3% | 25.7% | 0.0% |
| ING | 95.1% | 4.9% | 0.0% | 41.0% | 59.0% | 0.0% | 68.5% | 31.5% | 0.0% |
| John Hancock | 100.0% | 0.0% | 0.0% | 99.6% | 0.4% | 0.0% | 99.8% | 0.2% | 0.0% |
| Lincoln National | 100.0% | 0.0% | 0.0% | 88.7% | 10.9% | 0.4% | 94.4% | 5.4% | 0.2% |
| MetLife | 65.5% | 34.5% | 0.0% | 60.5% | 39.5% | 0.0% | 63.1% | 36.9% | 0.0% |
| North American | 92.4% | 4.9% | 2.7% | 46.1% | 51.2% | 2.7% | 69.6% | 27.7% | 2.7% |
| Prudential | 93.6% | 6.4% | 0.0% | 77.0% | 23.0% | 0.0% | 85.4% | 14.6% | 0.0% |
| SBLI | 48.5% | 48.5% | 3.0% | 35.5% | 64.5% | 0.0% | 42.1% | 56.3% | 1.5% |
| Transamerica | 84.4% | 15.2% | 0.4% | 29.1% | 69.9% | 1.1% | 56.7% | 42.6% | 0.7% |
| United of Omaha | 100.0% | 0.0% | 0.0% | 88.7% | 11.3% | 0.0% | 94.4% | 5.6% | 0.0% |
| West Coast Life | 100.0% | 0.0% | 0.0% | 67.2% | 32.8% | 0.0% | 83.8% | 16.2% | 0.0% |

ADMINISTRATIVE GUIDELINES AND MARKETING MATERIALS FOR BANNER AND WILLIAM PENN TERM RATE REDUCTIONS

Product Availability by State

William Penn: Penn Term plans and the new rates are available in New York only.

Banner: OPTerm plans and the new rates are available in all states except New York. The current product availability by state list is posted on the News page of our website (www.LGAmerica.com).

Software

The Illustration Manager software will be updated and available for download from our website (www.LGAmerica.com) reflecting our new portfolio revisions on Monday, April 18, 2011.

William Penn: Version 8.3

Banner: Version 16.8

Obsolete Marketing Materials

For Banner, the following marketing materials are now obsolete: LAA1678, LAA1679, LAA1680 JPG/PDF, LAA1681 JPG/PDF, LAA1683, LAA1684 and LAA1460.

For William Penn, the following marketing materials are now obsolete: LAA1678WP, LAA1679WP, LAA1680WP JPG/PDF, LAA1681WP JPG/PDF, LAA1683WP, LAA1684WP and LAA1460WP.

OPTerm / Penn Term Marketing Materials Already Have Compliance Approval

All JPEGs or PDFs listed on the previous pages can be used without further compliance approval.

Advertising Guidelines

Agencies with Banner BGA or BMGA-1 contracts and agencies with William Penn GA contracts are allowed to advertise Banner/William Penn products to agents/brokers. Sub-agencies are also allowed to advertise to agents/brokers; general agency affiliation must be disclosed.

You are required to identify your agency's name as it appears on your contract. DBAs are allowed as long as the contract name is also included. Agency address is required; phone numbers or website addresses are optional.

Marketing materials are intended for broker distribution only, not for consumers.

Marketing materials (in any media form) independently developed by your agency must be approved by our legal department for regulatory compliance prior to their use. The approval request form and updated Advertising Guidelines can be found in the advertising compliance section of the forms tab posted to our website.

Email Advertisement Instructions

The marketing materials described in this announcement have been posted on the marketing forms page of our website in JPEG or PDF format.

The PDFs can be personalized and printed with Acrobat Reader version 5 or later. They can be personalized and saved with Acrobat Reader versions 8 or 9 so you can print them or attach them to an email of your own. No software is required to save a JPEG. To personalize a JPEG or add your agency's logo, you will need photo editing software.

To save a JPEG or PDF right click on the form number. If you plan to include a JPEG in the body of an email, insert it as you would a photo. If you do not personalize these materials, please place your agency's name and address (and any other identifying information you prefer) as text in your email.

Disclosure

Legal & General America life insurance products are issued by Banner Life Insurance Company, Rockville, MD and William Penn Life Insurance Company of New York, Garden City, NY. William Penn is domiciled and licensed to do business in New York State; Banner does not solicit business in NY.

OPTerm policy form #RT-97. Not available in all states. Penn Term policy form #T-RC-IP/97; available only in New York. Rates as of 04.18.2011. Premiums quoted include \$65 annual policy fee.

MediGuide Second Opinion is offered and administered by MediGuide America. Policy form MMGR (12-09) and state variations. Available only in approved jurisdictions. The service is not guaranteed for the duration of the policy.

The competitive positioning is based upon information from Compulife Quotation System or carrier's illustration software and is believed to be current as of 04.13.2011. Premiums are rounded to the nearest dollar. However, its accuracy and completeness cannot be guaranteed. Data is subject to change at any time. Competitor products may have features, costs, provisions and benefits that differ from these policies and may not be available in all states. Changing the variable features (age, state, underwriting class, benefit period, etc.) may cause a change in the competitive results. Details by company illustrate age nearest birthday for Preferred Best Non-Tobacco, Preferred Non-Tobacco, Standard Plus Non-Tobacco, Standard Non-Tobacco, Preferred Tobacco and Standard Tobacco underwriting categories.

The products listed in the term comparisons are believed to be comparable to OPTerm and Penn Term plans with level guaranteed premiums paid for 10, 15, 20 and 30 year durations. Competitor's products include: American General/United States Life Select-a-Term 10, 15, 20, 30 (Form # 07007 or 09007N), AXA Equitable Term 10, 15, 20, 30 (151X) (Form # 148-51; 150-LT and 150-54), Genworth Colony Term UL 10, 15, 20, 30 (Form # ICC09GA1002, GA1002-0709 or GY1002-0709), John Hancock 10, 15, 20 Level Premium Term (Form # 07TERM), Lincoln National Life Element Level Term 10, 15, 20, 30 (Form # TRM5065 or TRM5065N), MetLife Investors USA Insurance Company Guaranteed Level Term 20 (Form # 5E-21-04), North American Co for Life and Health ADDvantage 10, 15, 20, 30 (LS143AMP), Pruco Life Term Essential 10, 15, 20, 30 (Form # PLTIC-2008), ReliaStar Life (ING) TermSmart 10, 15, 20, 30 (Form # 1315-02/10 or 3314-02/10), Saving Bank Life Insurance T-10, 15, 20, 30 (Form # B-46), Transamerica TransTerm UL 10, 15, 20, 30 (Form # ICC10-410, ICC10-415, ICC10-420, ICC10-425 and ICC10-430), United of Omaha Term Life Answers 10, 15, 20, 30 (Form # 6179L-0696, 6181L-0696, 6182L-0696, 7064L-0203) and West Coast Life Secure-T-10, 15, 20, 30 (Form # WC-U17) The form numbers for these competitor products may vary by state.

Premium rates vary by underwriting classification and coverage amount. Two-year contestability and suicide provisions apply. Refer to the policy for complete limitations, terms and conditions.

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