

## 2007 Premier Plus Bonus Program

Lincoln Benefit Life's 2007 Premier Plus Bonus Program gives you a golden opportunity to unlock earning potential. Key components of the program are:

- ✦ You start earning a bonus for every eligible dollar after you reach \$30,000 in qualified life premiums—up to 25%!
- ✦ The more you sell, the bigger your checks—sent to your mailbox every quarter. This continues the basic quarterly payment (*every three months*) and rolling 12-month qualification period used in 2006.

Imagine securing sales with the added incentive of the 2007 Premier Plus Bonus Program. We think our life products and your sales efforts are a winning combination. And by offering this program—well, it's our way of saying, "Thank you for selling Lincoln Benefit Life products." "We appreciate your business!"

### WHAT'S NEW:

To promote constant ongoing production and reward loyal producers, we've lowered the qualification levels. As a result of the lowered qualification levels, a \$60,000 per policy qualifying premium cap has been added. The bonusable premium is not capped. The bonus is paid on all bonusable premiums using the bonus rate determined by the qualifying premium.

## 2007 Premier Plus Bonus Qualifiers: May receive a check for the amount of the Premier Plus Bonus, based on the following rules:

### ELIGIBILITY:

The bonus is for the writing agent only, and is calculated on business directly written by the producer, or on a share of a split case. The bonus is paid to the recipient of regular commission checks.

If the recruiting agent has special agents assigned to him or her, the bonus will be determined for the personal production of each special agent and paid to the recruiting agent. Bonus premiums are not combined to attain a higher bonus level.

To receive a bonus check, qualifiers must be eligible and contracted in good standing with the Company at the time the bonus is paid. Not all agents are eligible for the bonus. Please check with your MBA or marketing organization to determine your eligibility.

The bonus is subject to all of the terms of the agent's agreements with Lincoln Benefit Life, including the right of set-off against amounts due Lincoln Benefit Life.

### ELIGIBILITY PERIOD:

To qualify for the bonus, a qualified policy must meet all Home Office requirements and be in force by the designated cut-off date. Only collected premiums, net of refunds, will count for bonus credit. All bonusable premiums for in force qualified policies must be in the Home Office between January 1 through December 31, 2007. Qualifying premium is based on previous 12 months with the bonus paid on premium collected during the most recent quarter. Cases in a pending state at the time of final cut-off will not qualify for the bonus.

## Qualifying Premium for 2007:

- ✦ First-year term premium (*minus policy fee*) is included in the qualifying premium to determine bonus rate, but is not included in bonusable premium (*no bonus is paid on the term premium*).
- ✦ Universal life target premiums count 100% for qualifying premium (*subject to \$60,000 per policy cap*).
- ✦ Universal life target premiums count 100% for bonusable premium and the bonusable premium is not capped.
- ✦ First-year universal life target premium with the Full Surrender Charge Adjustment Rider will be levelized for Premier Plus Bonus and paid over five years, as long as the policy remains in force.

### BONUS PAYMENT:

- ✦ Bonus rate is based on qualifying premium in the last 12 months (*subject to the \$60,000 per policy cap*).
- ✦ Bonus dollar amount is calculated by multiplying the bonus rate times the bonusable premium collected during the most recent quarter.
- ✦ Additionally, an annual calculation based on the 2007 calendar year qualifying premium and bonusable premiums will be completed after the end of the year. This annual calculation will apply to eligible 2007 production and a final payment or adjustment for the difference will be made if this calculation produces a bonus greater than the sum of the quarterly bonus amounts paid for 2007 production.

**Product Exclusions:** No bonus will be paid for term, annuities, universal life excess, long-term care, variable products or renewal premium.

**PERSISTENCY:**

Qualifying policies must remain in force 45 days after the quarter ends to be included in the bonus calculation.

The terms of the 2007 Premier Plus Bonus Program apply only to bonusable premium received in the Home Office between January 1 through December 31, 2007. The 2007 Premier Plus Bonus Program may be modified or terminated at any time solely at the discretion of Lincoln Benefit Life. Bonus questions may be directed to LBL Producer Commissions at 800-525-2799, ext. 88380.

**BONUS TABLE:**

*Premier Plus Bonus advances are paid quarterly, with a final check payable after the end of the bonus year:*

QUALIFYING PREMIUM	BONUS %
<b>ELITE PREMIER LEVEL</b> \$240,000+	25%
<b>PRESIDENTIAL PREMIER LEVEL</b> \$180,000-239,999	20%
<b>EXECUTIVE PREMIER LEVEL</b> \$125,000-179,999	15%
<b>SUPRA PREMIER LEVEL</b> \$70,000-124,999	10%
<b>PREMIER LEVEL</b> \$30,000-69,999	5%

**KEEP IN MIND:**

Lowered qualification levels, and a \$60,000 per policy cap, have been added and apply to all qualifying premium. The bonusable premium is not capped.

**Dates to Remember**

QUALIFYING PREMIUM DATES	BONUSABLE PREMIUM DATES	CHECK MAILED BY
<b>April 1, 2006</b> <i>through</i> <b>March 31, 2007</b>	<b>Jan. 1, 2007</b> <i>through</i> <b>March 31, 2007</b>	<b>May 31, 2007</b>
<b>July 1, 2006</b> <i>through</i> <b>June 30, 2007</b>	<b>April 1, 2007</b> <i>through</i> <b>June 30, 2007</b>	<b>Aug. 31, 2007</b>
<b>Oct. 1, 2006</b> <i>through</i> <b>Sept. 30, 2007</b>	<b>July 1, 2007</b> <i>through</i> <b>Sept. 30, 2007</b>	<b>Nov. 30, 2007</b>
<b>Jan. 1, 2007</b> <i>through</i> <b>Dec. 31, 2007</b>	<b>Oct. 1, 2007</b> <i>through</i> <b>Dec. 31, 2007</b>	<b>Feb. 28, 2008</b>

**2007  
PREMIER PLUS**

UNLOCK THE POTENTIAL



LINCOLN BENEFIT LIFE  
AN ALLSTATE COMPANY



INSURANCE MARKETPLACE  
STANDARDS ASSOCIATION

LINCOLN BENEFIT LIFE  
AN ALLSTATE COMPANY

FOR BROKER-DEALER OR AGENT USE ONLY