

2010 Leaders' Conference Qualification Rules

Assurity Individual Sales

Qualification Period

Jan. 1, 2009, through Dec. 31, 2009.

Eligibility

All contracted producers in Individual Sales are eligible to qualify for the 2010 Leaders' Conference. A qualifier who is invited to attend the Leaders' Conference may invite a spouse, a family member or a guest approved by the company to attend at the company's expense. Office staff, clerical support and/or other producers/distributors are not approved guests for Leaders' Conference attendance.

Individual Sales Qualification Requirements

Hierarchy Production							
Contract Date	Jan. 2009 or before	Feb. 2009	Mar. 2009	Apr. 2009	May 2009	June 2009	July 2009 or later
NMO	\$300,000	\$275,000	\$250,000	\$225,000	\$200,000	\$175,000	\$150,000
MGA	150,000	137,500	125,000	112,500	100,000	87,500	75,000
BGA	75,000	68,750	62,500	56,250	50,000	43,750	37,500
GA	50,000	45,833	41,667	37,500	33,334	29,167	25,000
Personal Production							
Contract Date	Jan. 2009 or before	Feb. 2009	Mar. 2009	Apr. 2009	May 2009	June 2009	July 2009 or later
All Contracts	\$50,000	\$45,833	\$41,667	\$37,500	\$33,334	\$29,167	\$25,000
No. of Lives	6		5		4		3

Assurity producers **appointed to sell Individual, Long-Term Care or Worksite products** are eligible to qualify for the 2010 Leaders' Conference based on their combined production. Production for each product line will be recorded and measured as a percentage of the qualification requirement. If the sum of all production percentages is 100 percent of the total requirement or greater, the producer will qualify.

Example:

	Individual Sales	Long-Term Care	Worksite		
Actual Production	30,000	20,000	15,000		
Qualification Requirement	50,000	50,000	150,000		
Percent of Qualification	60%	+	40%	+	10% = 110%

Rules

- Producers may qualify by either personal or hierarchy production, but qualifying for both still only qualifies one attendee. Those with a \$300,000 qualification requirement may qualify a second attendee by producing \$600,000 and a third attendee at \$900,000, subject to home office approval.
- Qualification is based on gross annualized premium credits, which is the first mode premium projected to an annual basis. (Adjustments are made for reissues and replacements.)

All Assurity products are counted at 100 percent, **except** SPWL and all annuities including 412(i), VER and UL premium in excess of target premium products which are counted at 6 percent.

Additions (post issue) to single-premium annuities and single-premium VERs are counted at 6 percent. No credits are given for the sale of any proprietary products.
- Personal Production requires a minimum of six lives in addition to the premium requirement.
- Business must be issued and placed. Canceled business will be deducted from gross annualized premium total.
- Qualifying premium cannot be transferred or assigned.
- If individual or agency moves from one contract level to another during the qualification period, and they have qualified for Leaders' Conference prior to this level change, they will remain qualified. If not yet qualified when contract level changes, the qualification requirement will be pro rata at the old level and pro rata at the new level.
- An individual being contracted in 2009 will have a pro rata requirement (gross annualized premium and lives) based on contract start date. However, if the start date is after July 1, 2009, they must meet at least 50 percent of the full requirement.
- If an agency meets the qualification requirement for the contract that it holds, the agency principal may select an individual to attend on his/her behalf, subject to home office approval.
- Attendance is by invitation only.
- Qualifiers must hold a current contract and be in good standing with Assurity at the time of the Conference to be eligible to attend.
- An adult guest may not be another licensed agent unless he/she is qualifier's spouse/significant other.
- Qualification for Leaders' Conference is not redeemable for cash or other remuneration. There is no cash equivalent or other award if a producer does

continued

Rules (continued)

not accept an invitation to the Leaders' Conference.

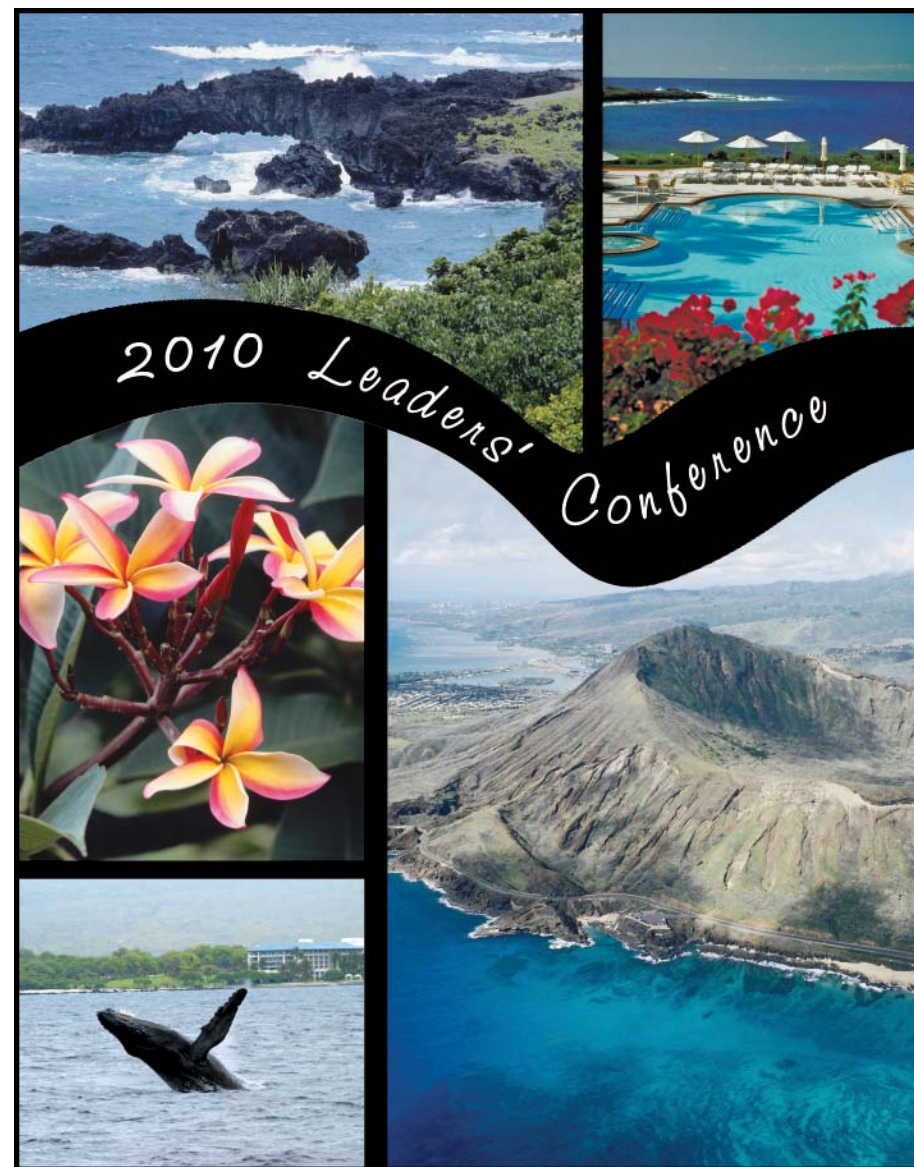
13. A 1099 will be issued to all Leaders' Conference attendees (qualifier and spouse/guest) for the fair market value of the trip. Costs incurred by Assurity for qualifier's and/or spouse/guest's non-attendance will be shown as earnings to qualifier, such as reserved room, airfare or any other items unable to be canceled.
14. The following items are included for qualifier and spouse/guest only: Airfare, four nights lodging, hosted meals and hosted activities. If a qualifier does not have a spouse or significant other, or when such person cannot attend the meeting for sound reasons, we will welcome a relative of the qualifier who is at least age 18.
15. Air travel reservations must be made through Assurity's selected travel representative. If qualifier is driving to the Conference, the Assurity conference coordinator will provide expense guidelines. Any additional pre- or post-extension for air travel, which changes the cost of travel for the Conference dates, will be at the qualifier's expense. Any change of itinerary, which incurs a change fee or an additional cost of the ticket, will be at the qualifier's expense. Any pre- or post-Conference arrangement for rooms must be handled between the qualifier and Assurity's selected travel representative and is dependent upon room availability.
16. Any expense other than airfare incurred during travel by qualifier and spouse/guest to the Conference site, including airport parking, meals while en route to Conference, mileage to airport from home, any hotel expense the night before or after departure, etc., will be at the qualifier's expense.
17. Conference qualifications and guidelines cannot be modified, except in writing by a senior officer of Assurity. Continuation of future Leaders' Conferences is at the discretion of Assurity.

Note: These rules supersede any and all prior rules or agreements for Leaders' Conference qualification. All rules are at the discretion of Assurity and may be modified to meet changes that may occur during the qualification period. The decision of Assurity on any interpretation of these rules shall be conclusive.



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**Qualification Rules for
Individual Sales**