

Ultra Protector Series

Final Expense Made Easy

Effective November 2010
• Rate reduction on Ultra Protector I
• \$40 Policy fee now commissionable
on Ultra Protector I & II

Agent Guide

Policy Series 281/282/283/284



- ▶ Three products to fit each client's situation
- ▶ Guaranteed coverage¹
- ▶ Guaranteed level premiums
- ▶ Simple application process

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AMERICO

Americo Contact Information

Americo.com: Access product information, forms, and consumer-friendly information, and download quote software at our agent website, www.americo.com.

Sales Support:

800.231.0801 or
salesupport@americo.com
Monday – Friday 8:00 A.M.
to 5:00 P.M., central.

Agent Contact Center:

800.231.0801 or
pending.business@americo.com
Monday – Friday 8:00 A.M.
to 5:00 P.M., central.

Underwriting: Have a special situation? Refer to americo.com or the Field Underwriting Guide. For specific underwriting questions, contact an underwriter directly through Sales Support at 800.231.0801.

Fax applications and outstanding requirements to:

800.395.9261. Applications should be faxed along with a Faxed Application Transmittal (form# AFSFAX2002).

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¹ Subject to issue age limits and state availability.

Every day, families are faced with the difficult task of saying goodbye to loved ones.

the need for final expense

Funerals are one of the most expensive purchases many people will ever make. A traditional funeral, including a casket and vault, can cost about \$6,000, and the additional expense of flowers, limousines, and obituary notices can add thousands of dollars to the total cost. Many funerals can run well over \$10,000.

(Source: Funerals: A Consumer Guide, Federal Trade Commission, March 2010)

(<http://www.ftc.gov/bcp/edu/pubs/consumer/products>)

Many people do not want to leave this financial burden with their families upon their death. A whole life insurance policy, like Ultra Protector Series, can be a great way for your clients to protect their families from the costs of final expenses. A few questions you may want to ask your clients:

- ▶ How will your bills and funeral expenses be paid?
- ▶ Who will pay for any outstanding hospital or medical bills?
- ▶ Could your family afford to pay these bills without sacrificing their retirement or other savings?



Why sell Ultra Protector Series?

Ultra Protector Series is a portfolio of whole life insurance products designed to help cover the costs associated with funeral and burial expenses, unpaid medical bills, or other financial obligations that your clients' families may face when they die.

- ▶ Three products for different situations:
 - Ultra Protector I – full death benefit
 - Ultra Protector II – 2-year graded death benefit¹
 - Ultra Protector III – 3-year graded death benefit¹; guaranteed issue²
- ▶ Full death benefit payable for accidental death
- ▶ Guaranteed level premiums
- ▶ Every client can qualify for coverage²
- ▶ Coverage cannot be cancelled because of age or health
- ▶ Face amounts from \$2,000 to \$30,000
- ▶ Pipe and cigar smokers qualify for non-smoker rates
- ▶ Simple application process – No medical exams³
- ▶ No telephone interview required at point of sale
- ▶ Quick issue – 48 hour turnaround on clean applications
- ▶ Children's Term and Terminal Illness Accelerated Benefit Riders available on Ultra Protector I¹

¹ State variations apply. ² Subject to issue age limits & state availability. ³ Issuance of policy may depend upon answers to medical questions.

Ultra Protector Series

Three products to fit individual situations

	Ultra Protector I	Ultra Protector II	Ultra Protector III
Minimum Face Amount	\$2,000		
Maximum Face Amount	\$30,000		\$10,000
Issue Ages, age last birthday	Non-smoker: 50 – 85 Smoker: 50 – 80	50 – 80	50 – 75
Death Benefit	Level death benefit	2-year graded death benefit (Level death benefit in seven states, see below)	3-year graded death benefit (2 years in four states, see below)
Death Benefit Descriptions	Full death benefit day one	<p>Year 1: Death Benefit equals return of premium plus 5%</p> <p>Year 2: Death Benefit equals the greater of return of premium plus 10% or 50% of the face amount</p> <p>Year 3+: Death Benefit equals 100% of the face amount</p> <hr/> <p>For Arkansas, Massachusetts, Minnesota, Missouri, New Jersey, North Carolina and West Virginia:</p> <p>Full death benefit day one</p>	<p>Year 1: Death Benefit equals return of premium plus 5%</p> <p>Year 2: Death Benefit equals return of premium plus 10%</p> <p>Year 3: Death Benefit equals 75% of the face amount</p> <p>Year 4+: Death Benefit equals 100% of the face amount</p> <hr/> <p>For Illinois, New Hampshire, New Jersey and West Virginia:</p> <p>Year 1: Death Benefit equals return of premium plus 5%</p> <p>Year 2: Death Benefit equals return of premium plus 10%</p> <p>Year 3+: Death Benefit equals 100% of the face amount</p>
Available Riders and Additional Features	<p>Accelerated Benefit Payment Rider included at no additional cost. (Rider Series 2146)</p> <p>Children's Term Rider available for \$11 per \$1,000 annually. (Rider Series 2147)</p>	<p>Accidental Death Benefit Provision: Full death benefit payable for accidental death during graded death benefit period.</p> <p>No riders available</p>	
Policy Fee	\$40 annual policy fee (commissionable)		\$40 annual policy fee (non-commissionable)
Underwriting Classes	<p>Non-smoker/Smoker (Pipe & cigar smokers qualify for non-smoker rates.)</p> <p>Male/Female</p>	Male/Female	
Premium Modes	Annual (1.00) and Monthly PAC (.095)		
Application	Application included in client brochure 07-277-2. State variations exist. Series 5099.		
Policy Description	Nonparticipating, level premium whole life product with premiums payable to age 100 and protection provided until the insured's attained age 120. The policy will endow at age 120 (cash value will equal the face amount at age 120).		

Ultra Protector Series at a Glance

Issue Ages:

Ultra Protector I:
Non-smoker: 50-85
Smoker: 50-80

Ultra Protector II: 50-80

Ultra Protector III: 50-75
age last birthday

Minimum Face Amount:

\$2,000

Gender:

Male/Female (Unisex in MT)

Premium Modes:

Annual: 1.00
Monthly PAC: 0.095

Application:

Series 5099

Annual Policy Fee:

\$40

(Policy fee is commissionable on Ultra Protector I & II)

Additional Information

Non-smoker Classification

A non-smoker is defined as a person who has not smoked cigarettes for at least 12 months prior to the completion date of the application. Smokeless tobacco, cigar, and pipe smoking qualify as non-smoker.

Policy Loans

Policy loans may be available. If available, the loan interest will be charged, in advance, at a fixed rate of 7.4% per year, compounded annually. This is equivalent to an effective annual rate of 8.0%, when payable in arrears. Policy loans will impact policy performance. When policy loans and interest on the loans are greater than the policy's cash value, the policy will terminate. State variations apply.

Non-Forfeiture Options

After the policy has a cash value, and if any premium remains unpaid after the grace period, the nonforfeiture options available for Ultra Protector I, Ultra Protector II, and Ultra Protector III are reduced paid-up insurance and cash surrender. The automatic option will be reduced paid-up insurance.



Client Materials

Americo offers a full range of client-approved materials to assist you in the sale. You can order or download these materials from www.americo.com.

- Brochures
- Worksheets
- Presentations
- Pre-approved advertising
- Final Wishes Planning Guide
- Spanish materials

Riders & Additional Benefits

Accelerated Benefit for Terminal Illness

Rider Series 2146

For Ultra Protector I, an Accelerated Benefit Payment Rider is included at no additional cost.

With this benefit, if the insured is diagnosed with a qualified, terminal illness that results in a life expectancy of 12 months or less (24 months or less in IL, MA, and TX), Americo will advance up to 50% of the death benefit payable under the policy. The available benefit will be reduced by the amount of any outstanding policy loans, and will not exceed \$15,000. The minimum accelerated benefit is \$1,000 (state variations apply).

There is no premium for this rider. At the time your client receives the accelerated benefit payment, an administrative fee of up to \$250 will be assessed against the policy, and a lien in the amount of the accelerated benefit payment, and the administrative fee, will be imposed on the policy. Only one acceleration per policy is permitted. The company will charge interest on the policy lien.

Please refer to the Disclosure Statement for the Accelerated Benefit Payment Rider for details regarding the effect of the accelerated benefit payment on the policy. Please ensure the proposed insured and owner acknowledge receipt of the Disclosure Statement.

Accidental Death Provision

For Ultra Protector II and III, an accidental death benefit provision is included at no additional cost.

With this benefit, if death occurs as the result of an accident during the graded death benefit period, the full death benefit is payable.

Children's Term Rider

Rider Series 2147

For Ultra Protector I, a Children's Term Rider is available through the insured's age 60.

This rider provides level term life insurance on any natural or legally adopted child, stepchild, or dependent grandchild of the insured named in the application, provided the child is 16 years of age or younger on the date of application. After the date of application, the rider will include any child born to the insured or legally adopted by the insured, provided the child is 16 years of age or younger at the time of adoption. No child will be insured before he/she is 15 days old.

The Children's Term Rider is issued in units of \$1,000 of level term life insurance. The maximum amount is equal to the lesser of (a) the face amount of the policy to which the rider is attached or (b) \$5,000. The Children's Term Rider costs \$11 per \$1,000 annually.

Coverage on each child terminates on the child's 23rd birthday, or the coverage anniversary nearest the insured's 65th birthday, whichever comes first. If the insured dies while this rider is in force, the level term life insurance on each child becomes fully paid-up term insurance.

Conversion to a new policy is available on the child's 23rd birthday, or the coverage anniversary nearest the insured's 65th birthday, whichever comes first.

Conversion to a permanent policy of insurance is permitted for up to four times the amount of coverage in force on the child. The coverage may be converted to a policy offered by Americo at the time of conversion, and will not require evidence of insurability.

Some riders are optional and available at an additional cost. Riders may not be available in all states.

Underwriting

The products are issued on an Accept/Reject basis according to health questions on the application. MIB may be required and in some circumstances a PHI will be required.

Ultra Protector I

Ultra Protector I will be issued if:

- ✓ all health questions on the application are answered “no” (both parts 1 and 2).
- ✓ height and weight are within guidelines.
- ✓ MIB records are clear or provide no information that is inconsistent with health history given on the application.
- ✓ Prescription database history is clear or provides no information that is inconsistent with the health history given on the application.

Ultra Protector II

Ultra Protector II will be issued if:

- ✓ all health questions in Part 1 are answered “no.”
- ✓ one or more health questions in Part 2 are answered “yes.”
- ✓ height and weight are within guidelines.
- ✓ MIB records are clear or provide no information that is inconsistent with health history given on the application.
- ✓ Prescription database history is clear or provides no information that is inconsistent with the health history given on the application.

Ultra Protector III

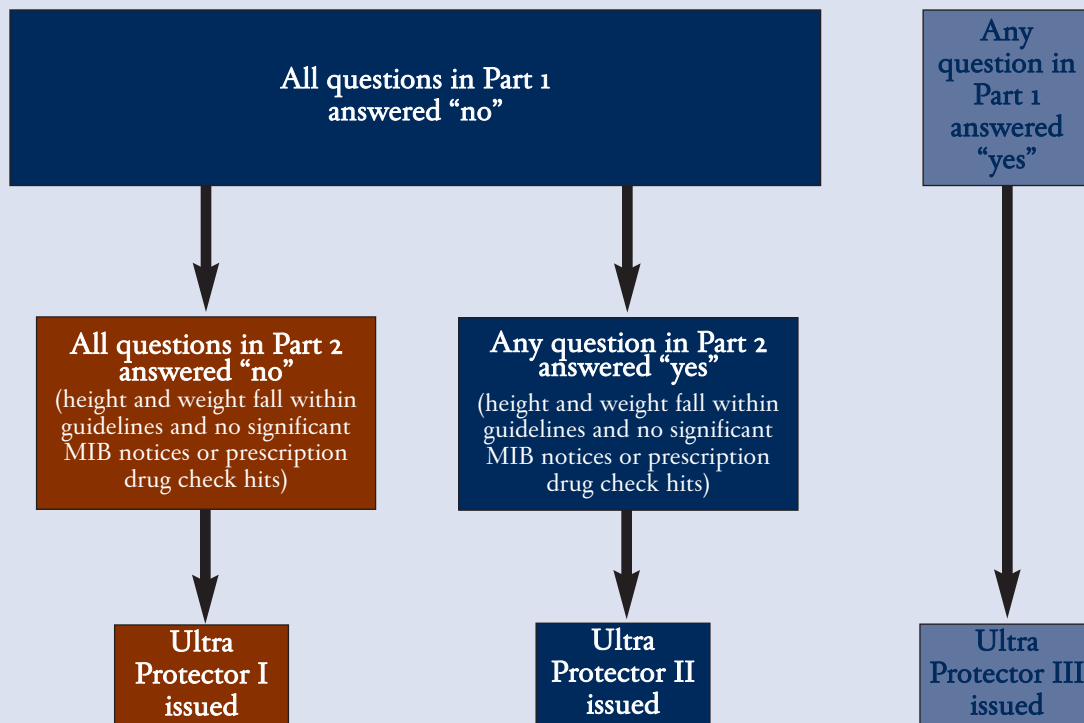
Ultra Protector III will be issued if:

- OR ✓ no health questions are answered on the application.
- OR ✓ any “yes” answers are reported in Part 1 of the application.
- OR ✓ applicant does not qualify for Ultra Protector I or II and agrees that they are willing to accept any Ultra Protector product (section 4 of application).

Acceptable Weight Ranges for Stated Heights for both Males and Females (Unisex)

Height	Weight (lbs.)
4'8"	74 - 189
4'9"	77 - 196
4'10"	79 - 203
4'11"	82 - 210
5'	85 - 217
5'1"	88 - 224
5'2"	91 - 232
5'3"	94 - 239
5'4"	97 - 247
5'5"	100 - 255
5'6"	103 - 263
5'7"	106 - 271
5'8"	109 - 279
5'9"	112 - 287
5'10"	115 - 296
5'11"	119 - 304
6'	122 - 313
6'1"	126 - 322
6'2"	129 - 331
6'3"	133 - 340
6'4"	136 - 349
6'5"	140 - 358
6'6"	143 - 367
6'7"	147 - 377
6'8"	151 - 386
6'9"	154 - 396

Underwriting Flow Chart



Underwriting Frequently Asked Questions

Why would my client check the box in Section 4 to accept any coverage?

By checking this box, your client authorizes Amerigo to issue any Ultra Protector product for which he/she qualifies. This will result in fewer amendments to policies.

If this box is checked, the policy will be issued at the maximum face amount available for the selected premium. Be sure to check “solve for face amount” in order to keep the premium at the same amount as originally quoted. This option may not be available in all states.

Ultra Protector I Ultra Protector II Ultra Protector III

Check here if you are willing to accept any Ultra Protector product for which you qualify based on this application. The insurance for which you qualify may have a graded death benefit for the first 2 or 3 years, a face amount less than any indicated on this application, and riders may not be available. All premiums will be applied toward the insurance for which you qualify.

Why would my client check the box for “Automatic Premium Loan”?

If this box is checked, an automatic premium loan will be available to your client. An automatic premium loan means that if at the end of the grace period the premium due has not been paid, a policy loan will automatically be made from the policy’s cash value to pay the premium. The primary purpose is to prevent unintentional lapse of the policy.

If this box is not selected, the cash value will not be used to pay premiums.

What is “MIB”?

“MIB” is an acronym for the Medical Information Bureau. This is a database that houses medical information supplied by insurance companies with permission from proposed insureds.

What is a “PHI”?

“PHI” is an acronym for Personal Health Interview. Ultra Protector applications are selected at random to undergo a PHI. An Amerigo associate will call the client in order to reconfirm health questions asked during the application. No additional questions are asked during this interview.

What is Prescription Drug Check?

Information gathered from prescription drug databases is frequently used by insurance companies to assist in evaluating risk and streamline underwriting processes.

When is the Accelerated Benefit Payment Disclosure form needed?

This form is only needed when your client applies for Ultra Protector I (subject to rider availability by state).

What should my client include in Section 7 (Health Question Details)?

This section is provided for your client to explain any further details for any “yes” answers in the health question sections, or if your client wants to provide more detail. The more detailed information provided, the easier it is to underwrite the application.

How do I submit applications?

Submit new business applications by faxing the applications with the Faxed Application Transmittal Form (#AFSFAX2002) to 800.395.9261. A maximum of eight applications may be sent per transmittal form. Please retain the original application(s) for your files - do not mail.

New Business Information

Completing the Application

- ▶ Print clearly and use black ink.
- ▶ Answer all questions thoroughly.
- ▶ Make sure that you have all of the required forms for your product and state.
- ▶ Note special requests such as effective date, draft date, save age, issue family members together in the Agent Comments section of the application.
- ▶ Double check for correct signatures, agent number, and dates.
- ▶ The Payor section of the application is not necessary unless the Payor is different than the owner or insured.

Fax Your Application

- ▶ Use the Amerigo Fax Application Transmittal Form (#AFSEFAX2002).
- ▶ Attach the application, additional required forms and a copy of the premium check or EFT form.
- ▶ Fax to: **800.395.9261**
- ▶ If you provide your fax # or email address on the Fax Transmittal form, you will receive a confirmation which includes the policy number within 3 business hours.
- ▶ Please do not mail the originals.

Upload Your Application

Submit your business electronically to Amerigo's secure site.

- ▶ If your documents are not already saved electronically, scan and save them to your PC. We accept the following file types: .doc, .jpg, .pdf, .tif, .tiff, .bmp.
- ▶ You can upload 5 documents at a time with a maximum size of 10 megabytes.
- ▶ The name of your documents must be 45 characters or less.
- ▶ Log on to amerigo.com and click on the "Upload Documents" link on the lower left side of the home page.
- ▶ Follow the easy instructions.
- ▶ You can also upload outstanding requirements for existing pending business. Please include a policy number on the document.

Forms of Payment

- ▶ Please do not send cash or partial premiums.
- ▶ Amerigo will accept cashier's checks, but NOT money orders.
- ▶ We cannot process premium checks that are postdated, backdated by more than six months, or improperly endorsed. Please make sure the policy number, if you know it, is noted on any check sent to Amerigo.
- ▶ Personal checks written by the agent on behalf of the applicant will not be accepted.

Drafting for Premium

Amerigo will draft for initial premium.

- ▶ If outstanding requirements are not received on a timely basis, or if you request a future effective date, we will draft for the first and second months' premium.
- ▶ If a third month is required, we will call you for approval.
- ▶ Drafting is not available on the 29th, 30th, or 31st of any month.
- ▶ If your client requests a specific draft date, please write it in the Agent Comments section of the application.
- ▶ The draft date and the effective date will always be the same.
- ▶ If no specific draft date is requested, the first draft will be submitted the day the application is approved and issued.
- ▶ Some clients may prefer to write a check for the initial premium and then provide the Bank Draft Authorization form (AF55019) for monthly drafts. If this is the case, please provide a copy of the initial premium check with application if you fax or upload your documents. This will prevent us from drafting for the initial premium.
- ▶ Amerigo will draft from a checking or savings account as follows:
 - Checking accounts – include voided check.
 - Savings accounts – must include a pre-printed deposit slip.
 - Or, complete Amerigo's Bank Draft Authorization form (AF55019) for either type of account.

Please remember to explain the drafting process to your clients when taking an application. This will lead to fewer drafts being returned and fewer complications for you and your client.

Rate Charts

Ultra Protector I

Annual Target Premium per \$1,000 of Face Amount

Issue Age	MALE		FEMALE	
	Non-Smoker	Smoker	Non-Smoker	Smoker
50	29.75	40.29	21.85	28.05
51	30.52	41.53	22.52	28.77
52	31.28	42.77	23.19	29.50
53	32.05	44.01	23.86	30.22
54	32.81	45.25	24.53	30.94
55	33.58	46.48	25.19	31.65
56	35.45	48.45	26.12	32.63
57	36.38	50.43	27.99	34.61
58	38.25	53.40	28.92	35.60
59	40.11	55.38	30.79	37.58
60	41.98	58.34	31.72	39.55
61	43.84	60.32	33.58	41.53
62	46.65	63.28	35.45	43.51
63	48.51	67.24	37.32	45.48
64	51.31	70.21	39.19	47.46
65	54.11	74.16	41.05	49.44
66	56.91	78.12	42.92	51.42
67	60.64	83.06	44.78	54.38
68	64.37	87.01	47.57	56.36
69	68.10	91.96	49.44	59.33
70	72.77	97.89	52.24	62.30
71	77.43	103.83	55.97	65.26
72	83.03	109.76	58.77	69.22
73	88.62	115.69	63.44	74.16
74	94.22	121.63	67.17	78.12
75	100.75	128.55	72.77	84.05
76	110.47	135.47	81.15	89.98
77	120.17	142.39	89.54	96.91
78	129.89	149.32	97.93	103.83
79	139.60	157.22	106.32	112.73
80	149.32	165.14	114.71	120.64
81	159.21	n/a	124.59	n/a
82	170.09	n/a	134.49	n/a
83	181.95	n/a	146.35	n/a
84	193.82	n/a	158.22	n/a
85	206.67	n/a	171.07	n/a

Add \$40 annual policy fee.
In MT use Male rates for Unisex rates.

Ultra Protector II Graded Death Benefit

Not available in AR, MA, MN, MO, NJ, NC, WV.

Annual Target Premium per \$1,000 of Face Amount

Issue Age	MALE	FEMALE
50	54.20	43.60
51	55.82	44.76
52	57.44	45.92
53	59.06	47.08
54	60.68	48.24
55	62.28	49.39
56	63.93	50.76
57	68.87	52.95
58	71.61	55.15
59	75.18	58.44
60	77.92	60.64
61	82.59	63.93
62	86.70	66.95
63	91.09	69.42
64	95.76	72.71
65	100.70	75.45
66	106.46	78.20
67	112.49	82.04
68	119.35	85.61
69	121.27	89.45
70	134.17	94.11
71	142.95	98.78
72	152.83	105.36
73	162.70	112.22
74	173.41	120.73
75	185.20	130.33
76	197.82	141.85
77	211.27	154.20
78	224.71	167.64
79	239.26	181.36
80	254.89	194.26

Add \$40 annual policy fee.
In MT use Male rates for Unisex rates.

Ultra Protector II Level Death Benefit

For use in AR, MA, MN, MO, NJ, KC, WV.

Annual Target Premium per \$1,000 of Face Amount

Issue Age	MALE	FEMALE
50	62.33	50.14
51	64.19	51.47
52	66.06	52.81
53	67.92	54.14
54	69.78	55.48
55	71.62	56.80
56	73.52	58.37
57	79.20	60.89
58	82.35	63.42
59	86.46	67.21
60	89.61	69.74
61	94.98	73.52
62	99.71	76.99
63	104.75	79.83
64	110.12	83.62
65	115.81	86.77
66	122.43	89.93
67	129.36	94.35
68	137.25	98.45
69	139.46	102.87
70	154.30	108.23
71	164.39	113.60
72	175.75	121.16
73	187.11	129.05
74	199.42	138.84
75	212.98	149.88
76	227.49	163.13
77	242.96	177.33
78	258.42	192.79
79	275.15	208.56
80	293.12	223.40

Ultra Protector III Guaranteed Issue

Annual Target Premium per \$1,000 of Face Amount

Issue Age	MALE	FEMALE
50	95.76	73.42
51	99.25	76.08
52	103.61	79.43
53	107.11	82.11
54	110.89	85.02
55	115.26	88.37
56	119.63	91.71
57	122.54	93.94
58	126.90	97.28
59	131.26	100.63
60	134.76	103.32
61	139.71	107.11
62	144.66	110.91
63	149.61	114.70
64	156.01	119.60
65	162.41	124.52
66	170.50	130.73
67	179.61	137.72
68	189.46	145.27
69	200.09	153.41
70	228.45	161.67
71	242.67	171.73
72	258.78	183.14
73	275.85	195.21
74	294.55	208.45
75	314.59	222.64

Add \$40 annual policy fee.
In MT use Male rates for Unisex rates.

How to calculate premium:

Annual Premium Rate per \$1,000	\$ _____
Number of 1,000's	(x) _____
Premium Amount	\$ _____
Annual Policy Fee	(+) \$ 40.00
Total Premium	\$ _____
Modal Factor	(x) _____
Modal Premium	\$ _____

Modal Factors:

Annual: 1.00
Monthly
PAC: .095



Americo Financial Life and
Annuity Insurance Company
300 W. 11th Street
Kansas City, MO 64105

About Americo

For over 100 years, Americo Life, Inc.'s family of insurance companies has been committed to providing the life insurance and annuity products you need to protect your mortgage, family, and future.¹ We listen to what you want from an insurance policy or annuity and do our best to provide a proper solution for your individual situation.

Innovative thinking has helped us build a strong financial foundation for our business. Americo Financial Life and Annuity Insurance Company (Americo) is a member of the Americo Life, Inc. family of companies. Americo Life, Inc., is one of the largest, independent, privately held insurance groups in the United States² with over 796,000 policies, over \$41 billion of life insurance in force, and \$5.9 billion in assets in force for year-end 2009.³

¹Americo Life, Inc. is a holding company and is not responsible for the financial condition or contractual obligations of its affiliate insurance companies.

²Admitted Assets, Top Life Writers-2008, "A.M. Best Co., as of July 2008.

³Information is as of year end 2009 on a consolidated basis for Americo Financial Life and Annuity Insurance Company and the other life insurance subsidiaries of Americo Life, Inc., unless otherwise indicated. Information is prepared on the basis of generally accepted accounting principles (GAAP).

Important Information

Americo Financial Life and Annuity Insurance Company is authorized to conduct business in the District of Columbia and all states except NY and VT.

Products are underwritten by Americo Financial Life and Annuity Insurance Company (Americo), Kansas City, MO, and may vary in accordance with state laws. Some products and benefits may not be available in all states. Some riders are optional and available for an additional cost. Certain restrictions and variations apply. Consult policy and riders for all limitations and exclusions. For exact terms and conditions, please refer to the contract.

The company reserves the right to contest coverage for up to two years due to any misrepresentations in the application. If the insured, sane or insane, dies by suicide while the contract is in force and within two years (one year in Colorado, Missouri, and North Dakota) after the issue date, the proceeds payable will be limited to the sum of premiums paid, less any indebtedness. See Missouri contract for special provisions regarding suicide.

Neither Americo Financial Life and Annuity Insurance Company nor any agent representing Americo Financial Life and Annuity Insurance Company is authorized to give legal or tax advice. Please consult a qualified professional regarding the information and concepts contained in this material.