

Individual Life Insurance Growth Rates by Product				
Percent Change 2010-2011				
		Annualized premiums	Face amount	Number of policies
Universal life	Third Quarter	3%	3%	8%
	Year to date	6	13	12
Variable universal life	Third Quarter	34	17	-3
	Year to date	17	6	-9
Term	Third Quarter	-4	0	-5
	Year to date	-7	-4	-7
Whole life	Third Quarter	10	6	5
	Year to date	10	5	6
Totals	Third Quarter	6%	2%	2%
	Year to date	5%	1%	2%
Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, Third Quarter 2011.				

Please attribute any reference to this material to LIMRA.