

1Q 2010 Growth Rates by Product				
Percent Change 2009-2010				
		Annualized premiums	Face amount	Number of policies
Universal life	First Quarter	17%	25%	21%
	Year to date	17	25	21
Variable universal life	First Quarter	10	-21	-15
	Year to date	10	-21	-15
Term	First Quarter	-4	-7	-5
	Year to date	-4	-7	-5
Whole life	First Quarter	15	10	1
	Year to date	15	10	1
Totals	First Quarter	10%	-1%	0
	Year to date	10%	-1%	0

Source: LIMRA's *U.S. Individual Life Insurance Sales Summary Report, First Quarter 2010*.

Please attribute any reference to this material to LIMRA.