



Individual Life Insurance Growth Rates by Product

Percent Change 2011-2012				
		Annualized premiums	Face amount	Number of policies
Universal Life	First Quarter 2012	0%	8%	5%
Variable Universal Life	First Quarter 2012	-1	-14	-9
Term	First Quarter 2012	1	3	4
Whole Life	First Quarter 2012	10	8	6
Totals	First Quarter 2012	3%	4%	5%

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, First Quarter 2012.

Please attribute any reference to this material to LIMRA.