



Individual Life Insurance Growth Rates by Product

		Percent Change 2012-2013		
		Annualized premiums	Face amount	Number of policies
Universal Life	First Quarter 2013	8%	-11%	-18%
Variable Universal Life	First Quarter 2013	10%	3%	-5%
Term	First Quarter 2013	3%	2%	1%
Whole Life	First Quarter 2013	7%	5%	-5%
Total	First Quarter 2013	7%	-1%	-5%

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, First Quarter, 2013

Please attribute any reference to this material to LIMRA.