

### 3Q 2010 Growth Rates by Product

#### Percent Change 2009-2010

		<b>Annualized premiums</b>	<b>Face amount</b>	<b>Number of policies</b>
Universal life	Third Quarter	8%	32%	23%
	Year to date	11	30	22
Variable universal life	Third Quarter	-6	-10	-14
	Year to date	2	-11	-13
Term	Third Quarter	-16	-16	-16
	Year to date	-10	-12	-11
Whole life	Third Quarter	6	1	-7
	Year to date	15	10	0
<b>Totals</b>	<b>Third Quarter</b>	<b>0</b>	<b>-7%</b>	<b>-7%</b>
	<b>Year to date</b>	<b>6%</b>	<b>-4%</b>	<b>-2%</b>

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

Please attribute any reference to this material to LIMRA.