

Individual Life Insurance Growth Rates by Product				
Percent Change 2010-2011				
		Annualized premiums	Face amount	Number of policies
Universal life	Second Quarter	1%	12%	11%
	Year to date	7	18	14
Variable universal life	Second Quarter	3	-5	-11
	Year to date	9	1	-11
Term	Second Quarter	-5	-2	-4
	Year to date	-8	-6	-8
Whole life	Second Quarter	5	0	4
	Year to date	10	5	6
Totals	Second Quarter	1%	1%	1%
	Year to date	4%	0	2%

Source: LIMRA's *U.S. Individual Life Insurance Sales Summary Report, Second Quarter 2011*.

Please attribute any reference to this material to LIMRA.

