



Individual Life Insurance Growth Rates by Product

		Percent Change 2011-2012		
		Annualized premiums	Face amount	Number of policies
Universal Life	Second Quarter 2012	6%	7%	1%
	Year-to-date	3%	7%	3%
Variable Universal Life	Second Quarter 2012	-6%	-7%	-9%
	Year-to-date	-7%	-10%	-9%
Term	Second Quarter 2012	-3%	-1%	-3%
	Year-to-date	-1%	1%	0%
Whole Life	Second Quarter 2012	9%	8%	3%
	Year-to-date	9%	8%	5%
Total	Second Quarter 2012	4%	2%	0%
	Year-to-date	3%	3%	3%

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

Please attribute any reference to this material to LIMRA.