

4Q 2010 Growth Rates by Product				
		Percent Change 2009-2010		
		Annualized premiums	Face amount	Number of policies
Universal life	Fourth Quarter	13%	26%	20%
	Year to date	10	29	21
Variable universal life	Fourth Quarter	-25	-12	-14
	Year to date	-7	-11	-13
Term	Fourth Quarter	-16	-15	-16
	Year to date	-12	-12	-12
Whole life	Fourth Quarter	14	8	6
	Year to date	15	9	2
<b>Totals</b>	<b>Fourth Quarter</b>	<b>2</b>	<b>-6%</b>	<b>-2%</b>
	<b>Year to date</b>	<b>4%</b>	<b>-4%</b>	<b>-2%</b>
Source: LIMRA's <i>U.S. Individual Life Insurance Sales Summary Report, Fourth Quarter 2010</i> .				

Please attribute any reference to this material to LIMRA.