



# Term Essential<sup>®</sup> Repricing Rules

LATEST UPDATE:  
NEW PRODUCT  
INFORMATION

The following rules apply to all New Business, and policy changes related to the May 1, 2009 release of Term Essential:

- If the application date<sup>1</sup> is prior to the state introduction date<sup>2</sup> of the re-priced Term Essential policy, the current version of the product will be issued subject to the application, submission and policy placement rules noted below.
- If the application date is on or after the state introduction date the re-priced Term Essential will be issued in all cases.

## Backdating

Normal backdating rules will apply meaning that the policy date can be up to six months prior to the application date (except in Ohio where it is 3 months). A policy can be dated prior to the introduction date as long as the application date meets the requirements above.

## Policy Changes

Any pending application or unplaced policy can be changed to Term Essential. If the request for the change is made on or after May 1, 2009, or the state introduction date, if later, "new rates" would apply.

**There will be no exceptions to any of the transition, backdating or policy changes rules defined above.**

<sup>1</sup>Definition of "application date:"

- For Pre-paid cases through the Life New Business Process (LNBP), the application date is the date of the check.
- For COD cases through the LNBP, the application date is the date worksheet forms (Authorization, Acknowledgement form) were signed by the client.
- For paper application cases, the application date is the date—Part 1 of the application (ORD 96200) was signed by the client.

<sup>2</sup>The introduction date may not be the same in all states.

Term Essential is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations. All guarantees are based on the claims-paying ability of the issuer.

Please see below for critical application, submission, and policy placement dates for this repricing.

This marketing material is subject to an expiration date, and use of this material must be discontinued as of the expiration date.


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**Prudential**





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**Applications:**

- Application for the old rates must be dated and signed prior to the state approval date.
- Applications for the old rates must be received in the home office within 30 days from state approval.
- Signed applications dated prior to the state approval date but received in the home office 30 days after the state approval date will be issued with new rates.

**Underwriting and Further Information Unavailable (FIU) / Not Taken results:**

- Applications that have been closed because of outstanding underwriting requirements (FIU) or are in a Not Taken status will not be re-opened unless under the NEW rates.
- Policies will be deemed to FIU 61 days after the home office receipt of the application.

**Requirements:**

- If the policy is re-opened under NEW rates after FIU or Not Taken, the requirements will be reviewed on a case-by-case basis to determine if the old requirements can be used or if new requirements are needed.
- A revised Illustration will be required as part of Positive Delivery

**Positive Delivery:**

- For policy issued with the old rates, positive delivery requirements must occur within 30 days after the issue date. If the requirements are not met within this time period, NEW rates will be offer.
  - Any policy that has gone to non-taken status will only be reconsidered unless under the NEW rates.
  - A revised illustration will be needed at this point.
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