

New Product! Introducing LifeTime Platinum II

343 Sansome St. • San Francisco, CA 94104 • 1-800-366-9378 • www.westcoastlife.com



***West Coast Life is
putting a new spin
on a good product!***

To All BGAs and Agents:

West Coast Life Insurance Company is pleased to announce the introduction of its newest universal life policy form, **LifeTime Platinum II**.

The **LifeTime Platinum II** combines the most popular features of universal life insurance policies into one consumer-focused product. The policy gives buyers flexible lapse protection guarantee, which allows them to select the death benefit guarantee period that best suits their individual needs. **LifeTime Platinum II** offers improved affordability at many ages, rate classes, and premium funding scenarios.

LifeTime Platinum II offers new features that life insurance advisors may find attractive, like the convenience of a one-product chassis for level-pay and short-pay scenarios, as well as the benefit of rolling target premiums.

The release of West Coast Life's **LifeTime Platinum II** universal life policy form signals our commitment to provide a quality, universal life portfolio complementing our already highly successful term portfolio of products.

Cordially,



Mark S. Rush
Senior Vice President
Marketing

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LifeTime Platinum II Universal Life

The LifeTime Platinum II Universal Life Product:

The LifeTime Platinum II, policy form #WC-U15 11-06, is a flexible premium universal life insurance policy with a built-in lapse protection provision.

The new lapse protection structure allows for one product for both single/short pay and lifetime level pay scenarios.

Business Rules

LifeTime Platinum II is available for sale today, **Monday, February 5, 2007**, in the approved states.

We have 42 states approved! The current state approvals are:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, ID, IN, IA, KS, KY, LA, ME, MI, MN, MO, NE, NV, NH, NM, NC, ND, OH, OK, OR, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

Formal applications for the LifeTime Platinum 120 LP & SP must be signed and received on or before **Wednesday, February 28, 2007**. No policies under LifeTime Platinum LP & SP will be issued after this date if the state has approved the LifeTime Platinum II, policy form #WC-U15 11-06.

LifeTime Platinum 120 LP & SP will remain available in any state that has not yet approved LifeTime Platinum II. When a new state is approved, a notice will be sent via email blast alerting BGAs. This notice will outline transition rules.

Term Conversions

The new LifeTime Platinum II is eligible for term conversion with full commissions.

Special Note Regarding 1035 Funds – NEW FEATURE!

If 1035 funds are received within **12 months** from the issue date, these funds will be credited as if received on the issue date for lapse protection calculation purposes. For the regular accumulated value account, 1035 funds will be credited from the actual date received.

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Commissions

- Rolling 2-year target.
- Excess premium over target received in the first year will be commissioned at a slightly higher rate than the renewal commission rate.
- Commission schedules and spreadsheets will be available for BGAs from your Regional Sales Representative. BGAs will also receive an email with this information under separate cover.
- Agents should contact their BGA for commission information.

Premium Calculation

- Age nearest birthday

Issue Ages & Risk Classes

18-75 – Super Preferred NonTobacco

18-85 – Preferred NonTobacco

18-85 – Standard NonTobacco

18-85 – Standard Tobacco

Substandard classes: Tables A-H

Face Amount Bands

- \$50,000 – \$249,999
- \$250,000 – \$999,999
- \$1,000,000 +

See below for minimum face amounts:

- \$50,000 for Standard NonTobacco and Standard Tobacco only
- \$100,000 for Super Preferred NonTobacco and Preferred NonTobacco

Lifetime Lapse Protection Feature

The built-in lapse protection, automatically included on each policy, can guarantee death benefit coverage up to the lifetime of the insured based on the premiums paid and the formulas described in the Lapse Protection Endorsement. As long as the Lapse Protection Account value equals or exceeds policy debt, then the policy is guaranteed not to lapse. **The lapse protection guarantees the policy death benefit only, not the cash or surrender value.**

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Catch up Provision for Lapse Protection Feature

This provision allows your clients to “catch-up” the lapse protection by paying additional or higher premiums. **Your clients should know that the premiums required to restore lapse protection may be significantly higher than the premiums illustrated.**

TeleLifeSM

Universal Life policy forms are not eligible at this time to be submitted through the TeleLife process.

Mortality Table

- 2001 CSO

Interest Rates

- Guaranteed annual effective rate is 2.5% The Company will determine the current credited rate periodically. As of February 5, 2007, the credited rate is 4.0%

Death Benefit Option

- A (Level) only

Maturity Age

There is no stated maturity age. The policy continues until surrender or a death benefit is paid. There are zero costs at attained age 121 and thereafter for cost of insurance, monthly charges, and base policy ratings. No further premiums are required at attained age 121 and thereafter.

Monthly Administrative Charge

- \$5 – applies to all policy years. Charge is discontinued after attained age 121.

Monthly Expense Charge

Per \$1,000 of initial face amount. Varies by age, gender, and underwriting class. Applies to all policy years. Charge is discontinued after attained age 121.

Product Positioning and Target Market

BGAs should obtain target market, strategy, and product positioning information from your Regional Sales Representative. Agents should contact their BGA for assistance.

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Riders

Riders available for the LifeTime Platinum II Universal Life product include:

- Accelerated Death Benefit (automatically included). Form #962096200 / 002096200
- Accidental Death Benefit (optional). Form #8301-7110 or #8404-7119
- Disability Benefit Rider (optional). Form #WC-574 12-06
- Children's Rider (optional). Form #8706-3359

**Riders not available in all states. Check the state approval list under "Rate Books and Product Info" in the Agent Center of www.westcoastlife.com for availability.*

WinFlex Update

Desktop users of WinFlex software may run an Internet update on **Monday, February 5, 2007** to quote the LifeTime Platinum II universal life product. Update will be WinFlex version **6.53.07** and company version **6.06.40**.

WinFlex Web users require no action.

Remember! WinFlex Web is very convenient to use. The program is automatically updated and takes up no room on your computer hard drive. It is easy to register and it is **FREE!** Go to www.winflexweb.com to register!

Materials

Electronic versions of below materials are now available for download at www.westcoastlife.com and can be ordered from the warehouse:

- Product Summary Guide (A-1002) agent use – **Available for order!**
- LifeTime Platinum II Product Guide (M-0029) agent use – **Available for order!**
- LifeTime Platinum II Consumer Brochure (M-0030) consumer use – **Available for order!**
- LifeTime Platinum II Illustration Cover (M-0031) consumer use – **Available for order!**

Go to the "Rate Book and Product Info" section in the Agent Center of www.westcoastlife.com to download. To order hard copies, go to "Order Supplies" in the Agent Center of www.westcoastlife.com to place your order.

Issued by West Coast Life Insurance Company (San Francisco, CA). Policy form #WC-U15 11-06. Subject to underwriting. Up to 2-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. Not available in all states. All payments and all guarantees are subject to the claims paying ability of West Coast Life Insurance Company.