

One-time Conversion Opportunity for West Coast Life Term Policyholders

Effective immediately, a special one-time conversion opportunity is being offered to all West Coast Life term policyholders with policies dated January 1, 2008 to present.

The details are as follows:

- All West Coast Life term policies dated January 1, 2008 to present are eligible for this special conversion opportunity (subject to conversion provisions within the current policy).
- Eligible conversion products are ModLife or LifeTime Platinum III Plus (LifeTime Platinum III is not available).
- No evidence required.
- Full first year compensation.
- Conversion applications must be signed prior to January 1, 2011 and received in the home office prior to January 15, 2011.
- Products currently available for conversion (LifeTime Advantage Plus, Non-par Whole Life, etc.) still remain eligible.

Don't miss out on this one-time opportunity to convert, *without evidence*, your eligible term policyholders to our ModLife or LifeTime Platinum III Plus universal life products. Program ends January 1, 2011.

Questions?

Call the West Coast Life Sales Desk at 1-877-778-3500, option 2.

ModLife, policy form WC-U15, LifeTime Platinum III UL, policy form WC-U15 11-06, LifeTime Advantage Plus, policy form WC-U15, and state variations thereof, are flexible premium universal life insurance policies issued by West Coast Life Insurance Company, 2801 Highway 280 South, Birmingham, AL 35223. Product features and availability may vary by state. Consult policy for benefits, riders, limitations, and exclusions. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.