

BANNER LIFE REDUCES TERM RATES

TO: ALL BANNER LIFE GENERAL AGENTS
FROM: HANK CUSHARD, VICE PRESIDENT, MARKETING
DATE: FEBRUARY 25, 2008

Effective February 25, 2008, Banner Life Insurance Company will be reducing OPTerm[®] rates on our most popular term periods in the preferred plus and preferred underwriting classes at face amounts \$250,000 and above. Unlike some other companies, we have not increased our OPTerm[®] 10 rates.

Some examples of these rate reductions:

- Significant reductions in the OPTerm[®] 30 preferred plus and preferred underwriting classes both male and female.
- Slight decreases in the OPTerm[®] 15 for males and females and OPTerm[®] 20 for males in the preferred plus and preferred underwriting classes.
- Majority of the changes occur in the \$ 1 million and over band.
- No increases in any rates for any ages or for any face amounts.

Count on Banner Life Insurance Company to be responsibly competitive in price, compensation, and underwriting.

The current version of Banner Life's illustration software, version 14.1 is available for download on www.lgamerica.com.