

NonMed Term 350 Life Insurance

About Assurity

Assurity Life Insurance Company's origins are rooted in a century-long legacy of providing long-term security to policyholders that has earned generations of customers' confidence and trust.

Assurity Life serves customers across the nation, offering disability income, critical illness, long-term care, hospital indemnity and life insurance, annuities and specialty insurance plans through our representatives, worksite distribution and direct mail. Pension and investment management services are available through Assurity Advisors[®] Inc., a subsidiary of Assurity Life.

With assets exceeding \$2 billion, Assurity Life has built a reputation for "best in class" service and sound, conservative business practices with a disciplined approach to financial management. Headquartered in Lincoln, Neb., Assurity Life has earned a high rating from A.M. Best Company, the insurance industry's leading independent analyst. For more information about this rating, please visit www.ambest.com

We're proud of our history of integrity, financial accountability...and helping people through difficult times.

Policy Form No. I L0760 and Rider Form Nos. R I0761, R I0762, R I0763, R I0764, R I0765, R I0766, R T25, R T27-E, A-R M35.

Policy underwritten by Assurity Life Insurance Company of Lincoln, Neb. Assurity reserves the right to order, at the company's expense, evidence of insurability which the company feels is necessary for the prudent evaluation of the risk.

Product availability, rates and features may vary by state.

This policy may contain reductions of benefits, limitations and exclusions. For costs and complete details of the coverage, please contact your agent, Assurity Life Insurance Company or ask to review the policy for more information.

15-249-01111 (5/08)



For more info, Call 888-600-3600



LifeScape[®]



NonMed Term 350 Life Insurance Policy



Even without medical exams, you still get a great premium rate!

Easy, fast, affordable!

What would happen to your family if you were to die prematurely? Providing for their financial security is one of the most important decisions you'll ever make. There's now a *quick and easy* way to buy affordable term life insurance to protect your loved ones.

LifeScape® NonMed Term 350 life insurance is designed to make the application process fast and convenient. You'll save time by skipping the medical exam and still get a great premium rate!

How easy is it? You provide basic personal information and answer the medical questions on the application – that's it! No medical tests and no lengthy delays. You'll know within a few days if you've been approved.

Guaranteed premiums

Coverage is available in amounts up to \$350,000 for level term periods of 10, 15, 20 or 30 years, depending on your age and insurability. Your premiums are guaranteed not to increase during the term period you choose. After the level premium period ends, the policy may be renewed with annual rate increases, regardless of your health.

Peace of mind for your loved ones

Generations of growing families have relied on term insurance for protection when financial needs are high but cost is an issue. **LifeScape NonMed Term 350** is a practical, affordable way to guard your loved ones against sudden loss of income in the event of a premature death.

Income tax-free death benefit

Life insurance has an added advantage – your beneficiary receives the death benefit income tax-free, under current tax law. Every dollar is available to provide for the needs of your survivors.

A quick and easy application process!

- No medical exams or invasive tests
- Up to \$350,000 in coverage
- Guaranteed premiums and benefits
- Level premiums for 10, 15, 20 and 30 years
- Attractive, competitive rates
- Option to convert to permanent coverage
- Value-added benefits and riders
(including return of premium option)

We've made buying affordable term life insurance easier than ever ...

Automatic policy benefits

Built-in Conversion Privilege

With this valuable policy benefit, you have the option to convert some or all of your term coverage to permanent insurance, which can accumulate cash values. This built-in conversion privilege guarantees permanent coverage at a later date, even if you become uninsurable.

Living Benefit ... Help When You Need It

Your policy automatically includes the Accelerated Benefit Rider that allows you to receive advance payment of the death benefit if you are diagnosed with a terminal illness or require permanent care in a nursing facility. (Not available in all states.)

Flexibility to provide the right coverage

Optional low-cost policy riders give you the flexibility to customize your protection against the risks of death, disability and critical illness for both you and your spouse – all under a single policy. You can also include term life coverage for your children.

- **Other Insured Term Rider** - Provides term life insurance on your spouse, a business partner or another person with an insurable interest.
- **Disability Waiver of Premium Benefit Rider** - Keeps your policy and riders in force by waiving the premiums if you become totally disabled.
- **Monthly Disability Income Rider** - Pays a monthly benefit if you become totally disabled due to a covered sickness or accident. Also available on the other insured.
- **Accident-Only Disability Income Rider** - Pays a monthly benefit if you become totally disabled due to an accident. Also available on the other insured.
- **Critical Illness Rider** - Pays a lump-sum benefit if the insured is diagnosed with a specified critical illness. With Assurity's state-of-the-art Critical Illness Rider, benefits paid do not decrease the death benefit amount but are paid in addition. Plus, after a first-ever diagnosis, you are still eligible for benefits from multiple critical illness categories if you continue paying premiums. Also available on the other insured.
- **Children's Term Insurance Rider** - Provides term coverage to age 25 for each child, plus the option to buy permanent life insurance on his or her 25th birthday (or when the rider terminates, if earlier.) Your children have guaranteed insurability, regardless of health when the permanent policy is purchased.
- **Return of Premium Rider** - A money-back option to refund some or all of the premiums paid into the policy if you live beyond the initial term period. (Available only on 20- and 30-year plans.)

With its versatility, LifeScape NonMed Term 350 can also be an effective tool for estate planning, providing funds for estate expenses, preserving family assets, or for charitable or family gifts. It's an excellent choice to fund buy-sell agreements for small businesses or to assure a company will have funds to continue to operate after an owner's death.

LifeScape® NonMed Term 350 ... the right coverage for your needs

- Provide funds for final expenses and unpaid medical bills
- Maintain the lifestyle of a surviving spouse and family
- Pay off a mortgage or other outstanding debts
- Provide funds for children's education
- Fund a buy-sell arrangement for a business
- Tailor your coverage with optional riders (including return of premium option)



Protect your entire family with the Other Insured Rider and Children's Term Rider.