

## A BANNER AND WILLIAM PENN GENERAL AGENCY COMMUNICATION

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# TERM RATES DOWN. RETENTION UP. DONE AND DONE. BOOM! BOOM!

TO: ALL BANNER AND WILLIAM PENN GENERAL AGENTS  
FROM: FRANK GENCARELLI, SVP DISTRIBUTION AND MARKETING  
DATE: JUNE 14, 2010

### We are pleased to announce a rate reduction for OPTerm and Penn Term.

- Across all term periods – 10, 15, 20 and 30 year plans
- Male and female rates
- Focused on Preferred Plus NT, Preferred NT, Standard Plus NT (and therefore most impaired risk cases)

### And the list of “NOs” will make you say “YES!”

- **NO** change in compensation
- **NO** change in convertibility
- **NO** increases
- **NO** longer a band of higher rates at \$2,000,001+. Our super-competitive \$1million rates apply to all higher face amounts.

### The price to pay? Small. Our minimum face amount is now \$100,000.

New rates apply to all policies issued June 15 and later, with the exception of those with a face amount \$2,000,001 and higher, to which new rates will apply to policies issued July 1 and later. Applications for less than \$100,000 will be accepted, and issued at the old rate band, through July 15. IM 16.2 (Banner) and IM 7.7 (Penn), now available for download, include the new rates. New rate scales have been sent to all the major quoting services.

**Our underwriters' pens just got bigger! For most ages and rating classes, our retention is now \$2 million.**

**Down and Up. Done and done. Good news and good news. Boom. Boom.**

**And there's more...keep an eye on your inbox for the third major announcement from Banner and William Penn!**

