

Transition Rules

PruLife® UL Protector September 2016

On Monday September 26, 2016 the UL Protector changes will be introduced, subject to state approvals.

The following rules apply to any request for New Business, Term Conversion, or OPAI (Option To Purchase Additional Insurance) Conversion.

TRANSITION RULES

- **September 26, 2016** (Ready to Sell Date): New Rates for the repriced product are in effect. All applications signed and dated¹ on or after September 26, 2016 will receive New Rates (unless Old Rates are requested and permitted)
- **October 23, 2016** (Transition Period End Date): Last day that an application can be signed with a request for Old Rates
 - If Old Rates are desired for an application dated during the 28-day Transition Period, a written request, along with the appropriate presentation version, must be submitted on or after the state introduction date
 - Applications dated October 24th and later will receive the New Rates only
- **November 4, 2016** (Home Office Receipt Deadline): Applications based on Old Rates must be received in the Home Office by November 4, 2016
- States that approve the New Rates after September 26, 2016 will have their “Ready to Sell Date”, “Transition Period End Date”, and “Home Office Receipt Deadline” adjusted.

¹Definition of “application date”:

- Pru Advisors Prepaid eLife - Date on the form of payment and the Authorization, Acknowledgement and Limited Insurance Agreement form
- Pru Advisors COD eLife - Date the Authorization, Acknowledgement, and Limited Insurance Agreement form and Variable Contract Acknowledgement form (if applicable) were signed by the client
- Pru Advisors or Third Party Full Application case - Date the Part 1 of application (ORD 96200) was signed
- Third Party Prepaid Xpress QuickForm case - Date on the form of payment, the Authorization to Release Information form, and the Limited Insurance Agreement form
- Third Party COD Xpress QuickForm case - Date the Authorization to Release Information form and Variable Contract Acknowledgement form (if applicable) were signed by the client

REQUESTS FOR NEW RATES

Requests for changes to the New Rates will be permitted consistent with the following current practice for these situations:

- Any pending case or issued policy that is not yet delivered with an application date prior to the state introduction date can be changed to New Rates, as long as the request for change is made on or after the state introduction date and includes a confirmation of billed premium.



- An existing policy that has been delivered and is in force, and is still within its 90-day New Business Change Period can be changed to New Rates and keep the original policy number and policy date. The written request must be submitted on or after the state introduction date with a matching illustration and confirmation of billed premium with the new rates. Existing policies that are outside the 90-day New Business Change Period cannot be changed to the New Rates.
 - The 90 day New Business Change Period is defined as the 90 day period beginning on the later of the policy date or issue date. For a contractual Term Conversion that is issued after the end of the original conversion period, the change period is defined as the 90 day period beginning on the policy date. The ability to request certain types of changes during the 90 day New Business Change Period is an administrative practice supported for permanent product policies and is not specific to this repricing.
- An enhanced version of the BenefitAccess Rider for use with UL Protector is also being introduced on September 26, 2016. Any UL Protector with BenefitAccess Rider pending case, issued policy that is not yet delivered, or policy within its 90-day New Business Change Period with an application date prior to the state introduction date can be changed to the New version of Benefit Access Rider by requesting New Rates for the UL Protector base plan. The enhanced version of the BenefitAccess Rider is only available with the New Rates for UL Protector.

BACKDATING

Normal backdating rules apply, meaning that the new policy date can be backdated up to six months prior to the application date (three months in Ohio). A policy with New Rates can be dated prior to the state introduction date as long as the application meets the requirements in the TRANSITION RULES above.

Please note: If the date of birth is more than 6 months prior to the state introduction date, you cannot backdate the policy to save age with a request for New Rates.

REQUESTS FOR OLD RATES DURING THE TRANSITION PERIOD: INFORMAL/INQUIRY APPLICATIONS

Informal/Inquiry applications will not be eligible for Old Rates unless replaced by a live application by the end of the 28 day transition period based on state approval.

APPLICATIONS WITHOUT OWNERSHIP ARRANGEMENTS

Formal applications without ownership arrangements (Preliminary applications, trial application and where a Trust is TBD) must be replaced by a final formal application by the end of the 28 day transition period based on state approval to be eligible for the Old Rates.

TERM CONVERSIONS

- **Old or New Rates can be issued** if the convertible period ends prior to the state approval date and the application date is after the state approval date but within 31 days of the convertible period end date.
- **Only New Rates can be issued** if the term conversion is requested after the state approval date and the application date is outside of 31 days after the convertible period end date.



Product Update

PruLife® UL Protector & SUL Protector

Guaranteed Universal Life Premium Changes

Prudential continually strives to offer a relevant suite of product solutions that align with the needs of your customers. In order to maintain the sustainability of our GUL products, given current market conditions, Prudential has made the decision to increase premiums for new sales of PruLife Universal Protector and PruLife SUL Protector.

These steps reinforce our commitment to the no-lapse guaranteed market while maintaining our ability to offer your customers the permanent and guaranteed coverage they want.

Changes at a Glance

Premium changes will be coming in the September/October timeframe.

UL Protector

- Level pays will increase approximately 1%.
- Short pays will generally increase between 1% and 5%.
- Single pays through 5-pays will increase approximately 5%.

As you may have heard, we are adding a 4% option to BAR on our UL Protector. This option is ONLY available with the new pricing (in approved states).

SUL Protector

- Standard increase of 3% across all pay scenarios.

More information such as Transition Rules and State Approvals will be available as we near the launch of these changes.

PruLife® Universal Protector and PruLife® SUL Protector are issued by Pruco Life Insurance Company in all states except New York, where they are issued by Pruco Life Insurance Company of New Jersey, both are Prudential Financial companies located in Newark, NJ.

Investment and Insurance Products:

Not Insured by FDIC, NCUSIF, or Any Federal Government Agency.

May Lose Value.

Not a Deposit of or Guaranteed by Any Bank, Credit Union, Bank Affiliate, or Credit Union Affiliate.

The BenefitAccess Rider is an optional rider for chronic or terminal illness that accelerates the life insurance death benefit. It is not Long-Term Care (LTC) insurance. Benefits received under the rider will reduce and may deplete the death benefit. Electing the BenefitAccess Rider results in an additional charge and underwriting requirements. Some benefit payments may be subject to a fee. Other terms and conditions apply. Clients should consult their tax and legal advisors.

