

The Cincinnati Life Insurance Company

PRODUCT UPDATE

Important Information for Life Insurance Producers
and Agency Staff



Everything Insurance Should Be®

What – Discontinued: Term Conversion to LifeHorizons LifeSetter UL

Highlights – While we continue to offer LifeHorizons LifeSetter UL as a fully underwritten product, the LifeHorizons LifeSetter UL is no longer available for term conversions.

Please continue to consider our other LifeHorizons products, such as Guaranteed Whole Life or Simplicity UL, as options to convert your clients from term.

For eligible clients with term policies you'd like to convert to the LifeSetter UL before it's discontinued:

- Conversion paperwork must be signed **before July 1, 2018**, and received at our headquarters **by July 15, 2018**
- We are unable to process requests received **after July 15, 2018**

Additional questions or assistance

We regret any inconvenience this may cause you. For questions or to get more information about other products and services, please contact your life field marketing representative or call your life field services representative at Cincinnati Life.

Please route this information to all Cincinnati Life producers in your agency.

Sincerely,

David L. Burbrink
Vice President
Life Field Services

Date: June 4, 2018

Effective: July 1, 2018

Applicable in: All states

**For additional information,
contact your Cincinnati Life
Sales Field Representative**

