

343 Sansome St. • San Francisco, CA 94104 • 1-800-366-9378 • [www.westcoastlife.com](http://www.westcoastlife.com)

## Introducing LifeTime Platinum III 05/09

Effective May 4, 2009, an enhanced version of *LifeTime Platinum III universal life* product will be available for sale. Improved positioning in our **less than lifetime lapse protection guarantees**<sup>1,2</sup> (see page 2 for examples) makes this product even more attractive in the marketplace. Our lifetime level and lifetime single premium scenarios continue to rank among the top four against our core competitors.

### **Business Transition Rules to LifeTime Platinum III 05/09**

*(No exceptions will be made to the following business rules.)*

- Applications **signed and received May 4, 2009 and later** will be processed using the new **LifeTime Platinum III 05/09** product rates unless specifically indicated in the application or by the accompanying illustration.
- Applications for the current **LifeTime Platinum III 7/08** must be **signed and received on or before Friday, June 5, 2009**.

### **TeleLife®**

- **LifeTime Platinum III 5/09** will be available in the TeleLife pre-application system on Monday, May 4, 2009.

### **WinFlex Update**

- Desktop users of WinFlex software may run an Internet update on Monday, May 4, 2009 to quote the LifeTime Platinum III 5/09. WinFlex Web users require no action.

### **Conversion Eligibility**

- **LifeTime Platinum III 05/09** will **not** be available for conversion options from **any term or term-like product**.

### **Product Availability**

- **LifeTime Platinum III 05/09** is approved in all states **except the following: NJ, OR, PA, TX**

If you have any questions or would like additional information about the **LifeTime Platinum III** product, Agents please contact your BGA and BGAs please contact your Regional Representative.

Cordially,



Greg Zabel

Vice President, Brokerage Life Sales

*1 Improvements to less than lifetime lapse protection guarantees based on level premium payments paid for the duration of the lapse protection guarantee period and depend on insured's age, sex, risk classification and policy face amount.*

*2 The policy will not lapse due to insufficient funds as long as the Lapse Protection Account value equals or exceeds policy debt. The amount of premium and any charges determine if the lapse protection is in effect. Loans, partial surrenders, policy changes, and any delinquent premium outlays will affect the length of the protection. The lapse protection guarantees the policy death benefit only, not the cash or surrender value. Refer to policy and endorsements for complete limitations, terms, and conditions.*

LifeTime Platinum III, policy form WC-U15 and state variations thereof, is a flexible premium universal life insurance policy issued by West Coast Life Insurance Company, 343 Sansome Street, San Francisco, CA 94104. Product features and availability may vary by state. Consult policy for benefits, riders, limitations, and exclusions. Policies are subject to underwriting, and up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. All payments or guarantees are subject to the claims paying ability of West Coast Life Insurance Company. The tax treatment of life insurance is subject to change.

## LifeTime Platinum III 05/09: Example 1

Example 1 – Age 55 Male Non-Tobacco  
\$1,000,000 Face Amount

	LifeTime Platinum III 05/09		LifeTime Platinum III 07/08	
Guarantee <sup>1</sup> Period	Premium	Rank*	Premium	Rank*
Lifetime	14,450	1	14,450	1
Age 100	13,728	2	14,158	4
Age 90	12,283	4	14,158	15

### Example 1 – 55 Male NT, \$1,000,000 Face Amount (cont):

- ◆ Catch-up premium to increase the guarantee from 90 to 100
- ◆ Total outlay for age 90 with catch-up to age 100 is **\$857,915**
- ◆ Breakeven age is between 94 and 95

	LifeTime Platinum III 05/09	LifeTime Platinum III 07/08	LifeTime Platinum III 05/09	
Guarantee <sup>1</sup> Period	Premium	Premium	Premium Outlay	Catch up over 10 years
Age 100	13,728	14,158	617,760	0
Age 90	12,283	14,158	429,905	428,010

## LifeTime Platinum III 05/09: Example 2

Example 2 – Age 65 Male Non-Tobacco  
\$1,000,000 Face Amount

	LifeTime Platinum III 05/09		LifeTime Platinum III 07/08	
Guarantee <sup>1</sup> Period	Premium	Rank*	Premium	Rank*
Lifetime	25,400	2	25,400	2
Age 100	24,130	4	24,911	6
Age 90	21,590	6	24,911	15

### Example 2 – 65 Male NT, \$1,000,000 Face Amount (cont):

- ◆ Catch-up premium to increase the guarantee from 90 to 100
- ◆ Total outlay for age 90 with catch-up to age 100 is **\$1,074,310**
- ◆ Breakeven age between 95 and 96

	LifeTime Platinum III 05/09	LifeTime Platinum III 07/08	LifeTime Platinum III 05/09	
Guarantee <sup>1</sup> Period	Premium	Premium	Premium Outlay	Catch up over 10 years
Age 100	24,130	24,911	844,550	0
Age 90	21,590	24,911	539,750	534,560

\* Data in the comparison is based on information available from 18 companies and is believed to be current as of 5/1/09, but is subject to change. Not all policies are available in all states.

<sup>1</sup> The policy will not lapse due to insufficient funds as long as the Lapse Protection Account value equals or exceeds policy debt. The amount of premium and any charges determine if the lapse protection is in effect. Loans, partial surrenders, policy changes, and any delinquent premium outlays will affect the length of the protection. The lapse protection guarantees the policy death benefit only, not the cash or surrender value. Refer to policy and endorsements for complete limitations, terms, and conditions.

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