

# The Trend Continues

## Trendsetter® Portfolio Remains a Term Leader

As a pioneer of competitively priced term insurance, Transamerica understands that the protection and guarantees offered by term life insurance are even more important to clients in these difficult financial times. With Transamerica's Trendsetter® Super Series portfolio, you can now market attractive premiums, even at older ages, from a widely recognized brand. And now with Transamerica's express underwriting, policies can be issued in as few as 6 days!

### Male, Preferred Nonsmoker (2<sup>nd</sup> Best Class) Annual Premiums, \$1 Million Death Benefit

	Age 50		Age 60		Age 70	
10-Year Level Term	Reliastar	\$1,210	<b>Transamerica</b>	<b>\$3,230</b>	<b>Transamerica</b>	<b>\$10,010</b>
	<b>Transamerica</b>	<b>\$1,230</b>	West Coast Life	\$3,230	Lincoln National	\$10,185
	Banner	\$1,230	Protective	\$3,230	American General	\$10,200
	West Coast Life	\$1,230	Banner	\$3,260	Banner	\$10,200
	Protective	\$1,230	Lincoln National	\$3,275	West Coast Life	\$10,200
	Lincoln National	\$1,235	American General	\$3,300	Protective	\$10,200
	Prudential	\$1,245	Prudential	\$3,305	Reliastar	\$10,210
	American General	\$1,320	Reliastar	\$3,410	Prudential	\$10,385
	Genworth	\$1,330	Genworth	\$3,420	Genworth	\$10,450
20-Year Level Term	Age 50		Age 60		Age 70	
	<b>Transamerica</b>	<b>\$2,170</b>	Protective	\$5,690	<b>Transamerica</b>	<b>\$23,020</b>
	Protective	\$2,190	West Coast Life	\$5,690	Banner	\$23,040
	West Coast Life	\$2,190	Lincoln National	\$5,695	Issue age not available with other carriers	
	Lincoln National	\$2,195	Reliastar	\$5,710		
	American General	\$2,230	<b>Transamerica</b>	<b>\$5,790</b>		
	Prudential	\$2,245	Banner	\$5,810		
	Reliastar	\$2,300	American General	\$5,820		
	Banner	\$2,340	Genworth	\$5,940		
Genworth	\$2,380	Prudential	\$6,365			
30-Year Level Term	Age 50		Age 55		Age 58	
	<b>Transamerica</b>	<b>\$3,490</b>	<b>Transamerica</b>	<b>\$6,480</b>	<b>Transamerica</b>	<b>\$8,960</b>
	Protective	\$3,770	Banner	\$6,505	Issue age not available with other carriers	
	West Coast Life	\$3,770	Prudential	\$7,755		
	American General	\$3,910	American General	\$8,370		
	Prudential	\$3,925	Protective	\$8,380		
	Banner	\$4,040	West Coast Life	\$8,830		
	Reliastar	\$4,060				
	Genworth	\$4,090				
Lincoln National	\$4,135					

This comparison is not a comprehensive analysis and does not account for possible advantages or disadvantages of the policies compared. Competitors' premiums have been obtained from publicly available sources and are believed to be accurate as of February, 2009.

Trendsetter® Super 10 (#1-306 11-107), Trendsetter® Super 20 (#1-304 11-107) and Trendsetter® Super 30 (#1-334 11-107) are term life insurance policies issued by Transamerica Life Insurance Company, Cedar Rapids, IA 52499. **Premiums increase annually beginning in year 11 for Trendsetter Super 10, in year 21 for Trendsetter Super 20, and in year 31 for Trendsetter Super 30.** Policy forms and numbers may vary, and these policies may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.

For more information, contact us today!



Transamerica Life Insurance Company