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DATE: October 19, 2009
TO: Producers, Management, Office Administrators and Technical Staff
SUBJECT: **Revised Premium Rates for Pacific Term Products**

Premium Rate Change for Pacific Term Series

Due to changing economic conditions and current reinsurance agreements, Pacific Life Insurance Company and Pacific Life & Annuity Company find it necessary to adjust pricing associated with the Pacific Term Series of life insurance products. Pacific Life continues its commitment toward a quality product. There will be no change in product or commission structure.

Effective December 1, 2009, Premium Rates will change on the following Pacific Term insurance products, Policy Form #P08TRM:

- Pacific 10 (*Pacific 10-NY*) – 10-year level term product
- Pacific 20 (*Pacific 20-NY*) – 20-year level term product

Important Dates:

December 1, 2009 – New Premium Rates become effective.

October 19, 2009 – New Premium Rates are available in Navigator.

November 30, 2009 – Applications received by this date will receive the 2008 (lower) rates, provided they are received at the Life Insurance Operations Center as Cash With Application along with a Temporary Insurance Agreement.

December 1, 2009 – Applications received on or after will receive the 2009 (higher) rates.

Administrative Notes:

Navigator Illustration Software

The new Pacific Term rates are available beginning October 19, 2009 in the most recent version of Navigator. To make sure you are using the most recent Navigator version, you can go to Help » Check for Updates.

State Approvals:

As of October 19, 2009, the new Pacific Term rates have been approved in all states except CT, DC, GA, IL, MS, NJ, NM, NY, OH, OK, OR, SC, TX, WA, WI, WY. Go to Lifeline to confirm state availability.

Transition Rules

October 19, 2009	Navigator will illustrate both rate versions; version 2008 (lower rate) and version 2009 (higher rate).
October 19, 2009	Term applications received prior to October 19, 2009 that are either pending in underwriting or out for policy delivery can retain version 2008 (lower rate); however, they must be placed in-force the earlier of the delivery expiration date or January 29, 2010.
October 19, 2009 – November 30, 2009	<ul style="list-style-type: none"> • Any application received at the Life Insurance Operations Center between October 19, 2009 and November 30, 2009 must include cash with application and Temporary Insurance Agreement (TIA) to receive version 2008 (lower rate). • Please include a copy of the version 2008 (lower rate) term



quote with these applications.

December 1, 2009

- Any application received at the Life Insurance Operations Center on December 1, 2009 and after will be issued with version 2009 (higher rate).

January 29, 2010

All version 2008 (lower rate) term policies must be issued and paid.

Version 2009
(higher rate)

Any application not meeting the above requirements for version 2008 (lower rate) will be issued with the new version 2009 (higher rate).

State Approvals

Version 2008 (lower rate) is available for 60 days after state approval of the new rate and provided the policy is issued and paid within 60 days of the state approval.

Submission paperwork

Complete the Application for Term Life Insurance – #A08TRM (or state-specific version) and any applicable replacement paperwork or use the eApplication (eAPP) Wizard found on the producer Website Lifeline.pacificlife.com to easily complete the application package.

Resource and Contact Information

Pacific Term Rates & Values Book

Your Pacific Life Representative, New Business Services Team Supervisor or Case Owner

<http://Lifeline.PacificLife.com>

Product

For Producer Use Only. Not for Use with the Public.

Pacific Life refers to Pacific Life Insurance Company, and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York, and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each company is solely responsible for the financial obligations accruing under the products it issues and its product and rider guarantees are backed by that company's financial strength and claims-paying ability.