

PruLife® Universal Protector Repricing Rules



The following rules apply to all new business and policy changes related to the July 18, 2011¹, release of PruLife Universal Protector.

Application Signed Date²:

- ▶ If the application date is prior to the state introduction date of the re-priced PruLife Universal Protector (July 2011), the case will be eligible for old rates. New rates may be requested if the request is made on or after the state introduction date.
- ▶ If the application date is on or after the state introduction date, the case will be eligible for new rates. With the exception of NY, the application must be submitted on a new application (ORD 96200-2010). Old rates may be requested if the application date is within 28 days from the state approval date. For example, for states approving on July 18, the application must be dated by August 14, to be eligible for old rates.
- ▶ If the application date is after 28 days from the state approval date, the case will be eligible for new rates only.

Backdating:

- ▶ Normal backdating rules will apply—meaning that the policy date can be up to six months prior to the application date (except in Ohio, where it is three months). A policy can be dated prior to the introduction date as long as the application date meets the requirements above.
- ▶ Term conversions, however, cannot be dated prior to the introduction date unless the convertible period ends prior to the state approval date and the term conversion is requested prior to 31 days after the convertible period ends.

Policy Changes:

- ▶ Prudential will continue to apply its current business practices.

Positive Delivery:

- ▶ Prudential will continue to apply its current business practices.
- ▶ A revised illustration may be needed at this point.

There will be no exceptions to any of the transition, backdating, or policy change rules defined above.

¹The introduction date may not be the same in all states.

²Definition of "application date":

- For pre-paid cases through the Life New Business Process (LNBP), the application date is the date of the check.
- For COD cases through the LNBP, the application date is the date worksheet forms (Authorization and Acknowledgement forms) were signed by the client.
- For paper application cases, the application date is the date Part 1 of the application (ORD 96200)—or the date 84800S (for contractual term conversions)—was signed by the client.

PruLife Universal Protector is issued by Pruco Life Insurance Company in all states except New York, where it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations. All guarantees are based on the claims-paying ability of the issuer.

FOR INTERNAL USE ONLY. NOT FOR USE WITH THE PUBLIC.



Term Elite® Term Essential® Repricing Rules



The following rules apply to all new business and policy changes related to the July 18, 2011¹, release of Term Elite and Term Essential. A 28-day transition period is available for this release. During the transition period producers can request, subject to the restrictions below, new or old rates by contacting the Underwriting area.

Application Signed Date²:

- ▶ Application must be dated and signed prior to and no later than 28 days after the state introduction date of the re-priced Term Elite or Term Essential (July 2011) to be eligible for old rates.
- ▶ If the application date is prior to the state introduction date of the re-priced Term Elite or Term Essential (July 2011), the case will be eligible for old rates. New rates may be requested if the request is made on or after the state introduction date.
- ▶ If the application date is on or after the state introduction date of the re-priced Term Elite or Term Essential (July 2011), the case will be eligible for new rates. Old rates may be requested if the application date is within 28 days from the state approval date. For example, for states approving on July 18, the application must be dated by August 14th to be eligible for old rates.
- ▶ If the application date is after 28 days from the state approval date, the case will be eligible for new rates only.

Backdating:

Normal backdating rules will apply—meaning that the policy date can be up to six months prior to the application date (except in Ohio, where it is three months). A policy can be dated prior to the introduction date as long as the application date meets the requirements above.

Policy Changes:

- ▶ Prudential will continue to apply its current business practices.

Positive Delivery:

- ▶ Prudential will continue to apply its current business practices.

There will be no exceptions to any of the transition, backdating, or policy change rules defined above.

¹The introduction date may not be the same in all states.

²Definition of "application date":

- For pre-paid cases through the Life New Business Process (LNBP), the application date is the date of the check.
- For COD cases through the LNBP, the application date is the date worksheet forms (Authorization and Acknowledgement forms) were signed by the client.
- For paper application cases, the application date is the date Part 1 of the application (ORD 96200) is signed by the client.

Term Elite and Term Essential 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. Each is solely responsible for its own financial condition and contractual obligations. All guarantees are based on the claims-paying ability of the issuer.

FOR INTERNAL USE ONLY. NOT FOR USE WITH THE PUBLIC.

