

Repricing Rules



The following rules apply to all new business and policy changes related to the May 2, 2011¹ release of PruLife SUL Protector.

Application Signed Date²:

- ▶ If the application date is prior to the state introduction date of the re-priced PruLife SUL Protector (May 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. Old rates may be requested if the application date is within 28 days from the state approval date. For example, for states approving on May 2nd, the application must be dated by May 29th 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.

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

² Definition 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) was signed by the client.

PruLife SUL Protector is issued by Pruco Life Insurance Company in all states except New York, where, if available, 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.

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