

ANNOUNCING LIFE CHOICE UL™ –PENN’S ASSERTIVE NEW ENTRY IN THE UL MARKET

TO: ALL WILLIAM PENN GENERAL AGENTS
FROM: FRANK GENCARELLI, SVP, DISTRIBUTION AND MARKETING
DATE: MARCH 25, 2010

Consider this:

- Extremely competitive level pay to age 121 premiums with **guaranteed cash values**
- The **ability to solve** for a no-lapse guarantee premium for any given term of coverage and any premium paying period (“dial-a-guarantee”)
- For a limited time only, **available for conversions** from any eligible convertible William Penn term policy.

We’re committed to strengthening our relationship with your agency, through [innovative new product offerings](#), [fresh new marketing materials](#), and by [establishing a consumer presence](#). And we’ll do this while maintaining a friendly and efficient service and underwriting platform and without sacrificing [financial discipline and strength](#).

Life Choice UL is another step in the journey and is the first offering in our 2010 universal life portfolio. It’s designed to be competitive in pay-all-years long coverage guarantee structures, and is *extremely* competitive on a pay to age 121, coverage to age 121.

Wait!
Could there
be more?
Yes!

The Sweet Spot:

- Ages 45-75
- All face amounts
- Long coverage guarantees

Especially
Level Pay
to age 121

But Life Choice UL is not just another “**Pretty Price**”. It has features that make it valuable beyond the competitive premiums:

- Guaranteed minimum cash values
- Solving through the coverage guarantee account mechanics, any period of guaranteed coverage can be provided for any payment period
- For a limited time only, this fantastic policy is available for conversion from any eligible Banner term plan.

Flexible? Yes. **Innovative?** Yes. **Competitive?** Yes. But hey, don’t take my word for it. Check us out against the most competitive in the industry. See the attached proof.

Life Choice UL™

Lifetime No-Lapse Guarantee Premiums To Age 121

\$500,000 PREFERRED PLUS		
Age	Company	Premium
45	Aviva Life / Empire Solution Series II	\$2,983
	United States Life / ContinUL	\$3,205
	Met Life / Guaranteed Advantage UL	\$3,207
	William Penn / Life Choice UL	\$3,228
	Sun Life / Sun Universal Protector	\$3,501
55	Aviva Life / Empire Solution Series II	\$5,011
	William Penn / Life Choice UL	\$5,288
	United States Life / ContinUL	\$5,429
	Met Life / Guaranteed Advantage UL	\$5,433
	Penn Mutual / Guaranteed Protection UL	\$5,517
65	Aviva Life / Empire Solution Series II	\$9,282
	William Penn / Life Choice UL	\$9,418
	Lincoln Life / LGUL	\$9,428
	Penn Mutual / Guaranteed Protection UL	\$9,472
	Nationwide Life / YourLife No-Lapse UL	\$9,615
75	William Penn / Life Choice UL	\$16,978
	Lincoln Life / LGUL	\$17,070
	Penn Mutual / Guaranteed Protection UL	\$17,787
	Aviva Life / Empire Solution Series II	\$18,032
	John Hancock / Protection UL	\$18,128

\$500,000 PREFERRED		
Age	Company	Premium
45	Aviva Life / Empire Solution Series II	\$3,420
	William Penn / Life Choice UL	\$3,543
	Met Life / Guaranteed Advantage UL	\$3,565
	United States Life / ContinUL	\$3,611
	Sun Life / Sun Universal Protector	\$3,806
55	Aviva Life / Empire Solution Series II	\$5,402
	William Penn / Life Choice UL	\$5,913
	Penn Mutual / Guaranteed Protection UL	\$5,952
	United States Life / ContinUL	\$5,970
	Lincoln Life / LGUL	\$5,990
65	Aviva Life / Empire Solutions Series II	\$10,018
	William Penn / Life Choice UL	\$10,153
	Penn Mutual / Guaranteed Protection UL	\$10,196
	Hartford Life / Bicentennial Freedom UL	\$10,196
	Lincoln Life / LGUL	\$10,210
75	William Penn / Life Choice UL	\$19,010
	Lincoln Life / LGUL	\$19,218
	Penn Mutual / Guaranteed Protection UL	\$19,345
	Hartford Life / Bicentennial Freedom UL	\$19,780
	John Hancock Life / Protection UL	\$19,903

The competitive position and guaranteed cash values are based upon information in the mid-month version of Compulife Software, Inc., and the individual carrier's illustration software and is believed to be current as of 3/25/10. Premiums are rounded to the nearest dollar. However, its accuracy and completeness cannot be guaranteed. Data is subject to change at any time. The products listed are believed to be comparable to Life Choice UL. Competitor products may have features, costs, provisions, and benefits that differ from these policies and states. Changing the variable features (age, state, underwriting class, benefit period, etc.) may cause a change in the competitive results.

Details by company illustrate age nearest birthday for preferred plus and preferred underwriting category, level premium to age 121. Competitor's products include: Aviva Life / Empire Solution Series II (Form 5EDB08), United States Life / ContinUL (Form 09337N), Met Life / Guaranteed Advantage UL (Form#1E-34-07-NY), Sun Life / Sun UL Solution II (Form #ULG-2006), The Penn Mutual / Guaranteed Protection UL (Form FL-08(S) (NY), Hartford Life / Hartford Bicentennial Freedom UL (Form HL-19263(08) (NY)Rev, Lincoln Life / LGUL (Form UL5049N), John Hancock Life / Protection UL-G (10PROULG), Nationwide Life / YourLife No-Lapse UL (Form #NWLA-444-NY).

William Penn Life Insurance Company of New York . Life Choice UL policy form UL09. Life Choice UL is a flexible premium universal life insurance plan. This product offers a coverage guarantee to maturity at age 121 if the appropriate premium according to policy terms is paid on time. The policy will not lapse if the coverage guarantee requirement is met. A policy loan however, that exceeds the cash surrender value will result in a lapse of coverage. Two-year contestability and suicide provisions apply. Life Choice UL issue ages are 20-85. Premium rates vary by underwriting classification and coverage amount. Refer to the policy for complete limitations, terms and conditions. Premiums as of 03.25.10. For agent/broker use only. Not for public distribution. LAA 1573WP 10-095
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Your Company For Life™

MOST COMPETITIVE

- Insureds age 45-75
- Level premium no-lapse guarantees to age 121
- All face amounts

LATE PREMIUM COVERAGE

Any premium received during the policy's grace period will be credited as of the premium due date for the coverage protection test.

All premium will also be applied to the account value as received with the interest accruing from the actual date.

1035 EXCHANGES

Premium from a 1035 Exchange received within 180 days of the policy date will be credited as of the policy date for the coverage protection test.

PREDICTABLE

Pay the no-lapse premium, get guaranteed minimum cash values.

ABILITY TO SOLVE

Solve for a guarantee premium for any given term of coverage and any premium paying period ("dial-a-guarantee").

CATCH-UP PROVISION

Allows the policy owner to meet the no-lapse coverage guarantee requirement and assure lapse protection.

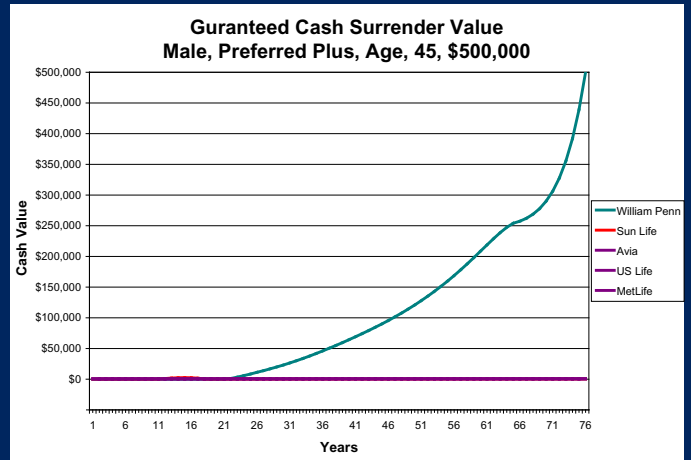
TERM CONVERSIONS

Available for a limited time.

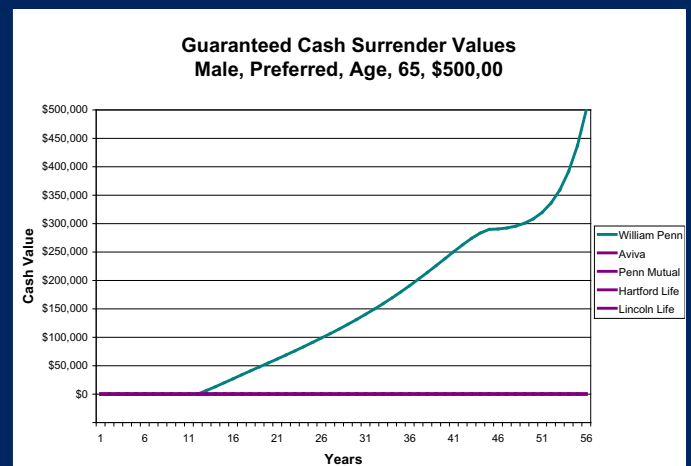
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Life Choice UL™

From William Penn



Universal Life With Whole Life Guarantees



Your Company For Life™