

Jeremy Peloquin
Branca Rampart Agency
2005 S. Easton Road, Suite 202
Doylestown, PA 18901
866-312-7260 Ext. 3519 Fax: 267-224-4481
Email: Jeremy.Peloquin@rampartlife.com

Memo

To:
From: Jeremy Peloquin
CC:
Date: March 8, 2010
Re: Principal Universal Life Flex Transition Guidelines

The release of the new Principal Universal Life Flex re-price is scheduled for Monday, March 22, 2010. Both options of UL Flex, Flex (2010) and UL Flex (Accumulation-2010) will be offering new business underwriting program guidelines and related rates..

Transition from Principal Universal Life Flex (2009) to Universal Life Flex (2010) effective March 22.

- The transition period for Universal Life Flex will run from March 22 to April 22. Applications signed during this timeframe are eligible for either the 2009 or 2010 rates, subject to state approval and product introduction date.
- Applications signed after the 30 day transition period will be issued with the new (2010) rates.
- A revised illustration will be needed if new rates are desired, can be signed on delivery.

Cases Pending March 22

- Applications still in underwriting can be issued with the new UL Flex rates. If interested, please contact your case manager.
- No new application will be required to receive the new rates .
- A revised illustration will be needed if new rates are desired, can be signed on delivery.