

# Protective Life Bulletin

DATE: April 20, 2020

## Protective® Classic Choice Term Now Offers 35- and 40-Year Term Periods

Protective Life has added guaranteed level term options at 35 and 40 years to Protective® Classic Choice Term, in addition to our 10-, 15-, 20-, 25- and 30-year term options. Protective is now one of only three national carriers to offer more than 30 years of level term coverage. The new term periods will go into effect beginning April 20, 2020.

**In addition to this change, here are additional reminders regarding our market-leading term solution:**

- **Competitive Pricing**  
We continue to deliver consistent, competitive rates. Protective Classic Choice Term pricing comes in the **top three or better 85% of the time\*** in annual pay scenarios and ranks **top 3 or better 93% of the time\*** in monthly pay scenarios.
- **Protective Velocity**  
We're committed to your success and improving the experience of doing business with us. By using Protective Velocity — our suite of digital solutions — you can help make it easier and faster for your clients to receive their coverage. Our technology can help you streamline your business and go from application submission to sales commission nearly 20 days faster.

For more information about Protective Classic Choice Term, or any of our other products, please contact your Protective Life representative.

**Let's deliver on our promises. Together.**

\*Rankings current as of March 2020. Based on comparison of Protective Classic Choice Term monthly and annual premiums against 23 carriers, at quinquennial ages for three Non-Tobacco underwriting classes at durations of 10, 15, 20, 25 and 30 years.

Protective Classic Choice Term, policy form number ICC116-TL21/TL-21, and state variations thereof, is a level death benefit term life insurance policy to age 90, issued by Protective Life Insurance Company, Brentwood, TN. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana unisex rates apply. Premiums increase annually after the initial guaranteed period. All payments and guarantees are subject to the claims-paying ability of the issuing insurer.

