



Imeriti, Inc.

Life Insurance Overview

Session 7: Understanding Illustrations

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Disclosures

Investment and Insurance Products and Services are not FDIC/NCUA/NCUSIF insured, not insured by any Federal Government Agency, not bank or credit union guaranteed, and may lose value.

Imeriti, Inc. and its employees do not provide tax or legal advice. This commentary is not intended to be, nor should it be construed as, tax or legal advice.

As with all matters of a tax or legal nature, your clients should consult their own tax or legal counsel.

Life Insurance: Which is the Right Choice?

Product	Description	Highlights
Level Term/ Term with ROP	Term insurance is best suited for a temporary need that will expire at some time in the future. Term insurance may also be appropriate for young people who cannot afford permanent insurance. Term with return of premium is attractive because at the end of the term, all premiums are returned if no death benefit has been paid out.	<ul style="list-style-type: none"> •Temporary Insurance Protection •Lowest initial cost •More coverage per premium dollar
Fixed Universal Life	Fixed UL is attractive to customers accustomed to receiving periodic interest on their financial investments. Some want the luxury of an increasing death benefit. Others want to focus on the cash value build-up for future needs. All want guaranteed coverage for life at a fixed price with premium and death benefit flexibility.	<ul style="list-style-type: none"> •Flexibility of premiums •Flexibility of death benefit May Provide: <ul style="list-style-type: none"> •Fixed premiums for life •Cash value accumulation •Coverage for life as long as premiums are paid
Whole Life	With whole life, the customer can permanently transfer the risk of premature death to the insurance company. Whole life is generally bought by conservative clients interested in long-term security and premium that's fixed for life.	<ul style="list-style-type: none"> •Fixed premiums for life •Cash value accumulation •Guaranteed cash value •Coverage for life as long as premiums are paid
Indexed Universal Life	Indexed UL offers death benefit protection with policy cash value interest credit linked to the performance of one or more stock market indices (e.g. S & P 500 Index).	<ul style="list-style-type: none"> •Flexibility of premiums •Flexibility of death benefit May provide: <ul style="list-style-type: none"> •Fixed premiums for life •Cash value accumulation •Coverage for life as long as premiums are paid
Single Premium Universal Life	Single payment life is generally sold as a way to protect customer's estate and increase its value at the same time. Many customers are conservative investors between 55 and 85 years old. They have a nest egg to pass on to children, other family members, or charity.	<ul style="list-style-type: none"> •Increased estate value •Tax-deferred gain in contract •No income tax to beneficiary •Safety of medical provisions
Other Life	Other options for direct stock market participation include Variable Universal Life (VUL) products, which may be discussed in further detail with your licensed Representative.	



Understanding Illustrations

- **Illustration –**
A presentation or depiction that includes non-guaranteed elements (such as premium outlay, interest, cost of insurance, etc.) of a policy of Life Insurance over a period of years.
- Whenever an illustration is used in the sale of Life Insurance, it must comply with the requirements as defined by the appropriate state's version of the Life Insurance Illustration Regulation.



Understanding Illustrations

- **Basic Illustration –**
 - A ledger or proposal used in the sale of a life insurance policy that shows both guaranteed and non-guaranteed elements.
 - A Basic Illustration, or statement regarding illustration, must always accompany or precede any Application for a permanent form of life insurance.
 - The Basic Illustration consists of the following components:
 - **Narrative Summary**
 - **Numeric Summary**
 - **Tabular Detail**



Understanding Illustrations

- **Narrative Summary –**

Describes any policy features, riders or options (guaranteed or non-guaranteed) shown in the Basic Illustration.

Describes the impact that they have on the benefits and values of the policy.
Defines the column headings and key terms used in the illustration.

- **Numeric Summary –**

Summarizes death benefits, values, and premiums for 3 or 4 particular policy years using guaranteed, midpoint, and current assumptions.

Includes statements of understanding that must be signed by the applicant and the agent.

- **Tabular Detail –**

Shows death benefits, values, and premiums for at least the following policy years: the first 10 years and every 5th year thereafter plus any year in which there is a premium change, loan, partial surrender, and the termination year.



Understanding Illustrations

- **New Business Procedures**

The following procedures are based upon the possible scenarios that an agent could use when selling a life insurance policy.

- **A. Policy Applied For as Illustrated**

- A copy of the entire Basic Illustration (Narrative, Numeric Summary, and Tabular Detail) signed by the agent is given to the applicant and a copy signed by both the agent and the applicant is submitted along with the life insurance application.
- The illustration must include the name of the proposed insured and details such as the product, face amount, death benefit option, riders, and payment mode.
- Additionally, the premium outlay must match the application.

- **B. Policy Applied For Other than as Illustrated:**

- If the illustration presented varies from the completed application and the agent is not able to print an accurate illustration for signatures, the applicant and agent must complete the Statement Regarding Illustrations.

Understanding Illustrations

- C. Policy Issued Other Than As Applied For:
 - 1. If a corresponding Basic Illustration was provided at the time of application, the agent prepares a Revised Basic Illustration which conforms to the policy as issued, signs it, and delivers it to the applicant no later than policy delivery.
 - 2. If a corresponding Basic Illustration was not provided to the applicant at the point of sale, the agent will then prepare a Basic Illustration which conforms to the policy as issued, signs it, and delivers it to the applicant no later than policy delivery.

- D. Basic illustration Not Used:
 - The agent and applicant complete and sign the Statement Regarding Illustrations form and sends along with the life insurance application.

Male
'Age Nearest' 55
Preferred Non-Tobacco

Flexible Premium
Adjustable Life
Initial Face: \$350,000
Guideline Premium Test

Death Benefit: Level
Monthly Premium: \$464.24

LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan
Initial Monthly-PAC Premium: \$464.24
Initial Death Benefit: \$350,000.00
Riders: None

Narrative Summary
Prepared For: Valued Male Client
Male Age 55: Preferred Non-Tobacco



Basic Life Insurance Illustration

Generic Name: Flexible Premium Adjustable Life
Initial Face Amount: \$350,000
Compliance Test: Guideline Premium Test

Policy Form Number: WC-U15 11-06
Initial Death Benefit Option: Level

THIS IS AN ILLUSTRATION ONLY. AN ILLUSTRATION IS NOT INTENDED TO PREDICT ACTUAL PERFORMANCE. EXCEPT FOR THOSE ITEMS CLEARLY LABELED GUARANTEED, RATES AND VALUES SET FORTH IN THE ILLUSTRATION ARE NOT GUARANTEED. COVERAGE IS SUBJECT TO THE TERMS AND CONDITIONS OF THE POLICY. THIS ILLUSTRATION IS NOT VALID WITHOUT ALL PAGES.

General Information This is an illustration only, not an offer, contract or promise of future policy performance. Coverage is subject to the terms and conditions of the policy. This illustration is not complete without all pages. Although information in this illustration is based on certain tax and legal assumptions, it is not intended to be tax or legal advice. Such advice should be obtained from your own counsel or other expert.

This illustration has been provided to help you understand the life insurance policy and to allow you to compare the policy with other policies. If you are considering replacement of an existing life insurance policy, you should consider possible disadvantages (such as surrender charges and new contestable and suicide periods) as well as possible advantages (such as lower cost of insurance rates, lower policy expenses, and higher current interest rates). Replacement of an existing life insurance policy may **not** be in your best interest.

This illustration is based on information that you provided and on certain assumptions that are **not** guaranteed. Non-guaranteed elements, such as interest and cost of insurance rates, are subject to change by the Company. This illustration assumes that the currently illustrated non-guaranteed elements will continue unchanged for all years shown. This is **not** likely to occur, and actual results may be more or less favorable than those shown.

Not a Bank Deposit	No Bank Guarantee	Not FDIC Insured
Not Insured By Any Federal Government Agency		

Required California Disclosure (Form U-613) The policy includes built-in lapse protection that allows you to protect the policy from termination based on the premiums you pay and the formulas described in the Lapse Protection Endorsement. A general description of the Endorsement is included in the Narrative Summary section of this Basic Illustration. This provision is also known as a no-lapse guarantee.

While this policy provides a no-lapse guarantee, it may provide nonforfeiture benefits, such as cash surrender values, which are less than those that would be provided if the guarantee were issued as a separate policy, such as a term policy. If a separate term policy has higher nonforfeiture benefits, the premiums for the separate policy might be higher than the premiums for the no-lapse guarantee provided in this policy. Therefore, when considering the purchase of this policy, you should compare the value to you of higher nonforfeiture benefits, such as cash

Current, Specified, and Midpoint assumptions are not guaranteed. They assume that scales for interest and cost of insurance rates will continue unchanged by the Company for all years shown. This is not likely to occur because interest and cost of insurance rates are subject to change by the Company based on various factors such as claims and investment experience, persistency, expenses, taxes, and the overall economic environment. Actual results may be more or less favorable than those shown.

Form: WC-U15 11-06
Version: 7.5.10
Monday, April 19, 2010 1:56 PM

West Coast Life Insurance Company
2801 Highway 280 South, Birmingham, AL 35223
(800) 366-9378

For Presentation in CA
Agent: Imerit, Inc.
ID:WFbccc3f57-32e4-4b30-9479-11da5fe2cae4

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Imerit, Inc. 9

Understanding Illustrations: Compliance Test:

Two life insurance tests can be used to determine the policy's qualifying status as a life insurance contract, the **Guideline Premium Test (GPT)** and the **Cash Value Accumulation Test (CVAT)**.

The test must be chosen at issue and cannot be changed after issue.

The desired test can be specified on the illustration software and should be indicated on the supplemental application.

- **Guideline Premium Test (GPT):** A policy that uses the Guideline Premium Test will have limitations on the amount of premium that can be paid. The limitations, called Guideline Single Premium and Guideline Level Premium, are required by the Internal Revenue Code for the policy to qualify as a life insurance contract.
- **Cash Value Accumulation Test (CVAT):** A policy that uses CVAT does not have Guideline Premium limitations on the amount of premium that can be paid. The death benefit might be increased in order to qualify the policy as a life insurance contract.

Understanding Illustrations: Death Benefit Options:

Death Benefit Options:

- **Level Death Benefit:** [Option A]
The death benefit generally remains level, at the specified amount.
- **Increasing Death Benefit:** [Option B]
The death benefit is generally the specified amount plus the policy account value.
- **Return of Premium Death Benefit:** [Option C]
The death benefit is generally the greater of the specified amount, plus premiums paid, less total partial withdrawals (including fees).

Understanding Illustrations: Death Benefit Options:

Death Benefit Options – Comparison *:

Option:	A	B	C
1. Initial Death Benefit	\$641,048	\$323,265	\$323,265
2. Premiums paid, 10 yrs	\$219,960	\$219,960	\$219,960
3. Cash Value, Age 65	\$241,672	\$270,942	\$272,018
4. Death Benefit, Age 65	\$641,048 [1]	\$594,207 [1+3]	\$543,225 [1+2]
5. Annual Distribution	\$ 23,584	\$ 24,307	\$ 28,696

*

North American Rapid Builder IUL, as of 03/01/10.
Male, 55, Preferred Non-tobacco
8.00% Non-Guaranteed Interest Annual Rate of Return
Premium: \$1,833 monthly

LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan | *Narrative Summary*
Initial Monthly-PAC Premium: \$464.24 Prepared For: Valued Male Client
Initial Death Benefit: \$350,000.00 Male Age 55: Preferred Non-Tobacco
Riders: None



surrender values, versus the premiums required to keep your insurance coverage in force.

Premium Outlay

Premium outlay is the amount of money assumed to be paid out-of-pocket in addition to any amounts transferred from another insurance company. The amount, timing, and frequency of each premium outlay may be varied and will affect the policy value, the length of coverage, and the status of any protection from policy termination. Because interest and cost of insurance rates can change over time, additional premium outlays may be needed to keep the policy in force or to achieve desired results. Each premium outlay is subject to any minimum requirements of the policy and maximum limits set by Federal Tax Law. This illustration assumes that periodic premium outlays are received by the Company at the beginning of each policy month.

The Company will deduct a premium expense charge of 10.00% from each premium outlay.

The first year premium outlay includes a(n) monthly premium of \$464.24.

The Guideline Level Premium, which is the maximum level annual premium permitted under Federal Tax Law, is \$10,307.49. In all years assuming payment of the Guideline Level Premium, guaranteed interest rates, guaranteed cost of insurance rates, no policy loans, no partial surrenders, and no policy changes, the policy will not terminate.

Lapse Protection

The illustrated policy includes built-in protection that allows you to protect the policy from termination based on the premiums you pay and the formulas described in the Lapse Protection Endorsement. This protection may be for a specified period of time up to the lifetime of the insured. Assuming timely payment of each illustrated premium outlay, your policy is guaranteed not to lapse for the lifetime of the insured. However, any loans, partial surrenders, or policy changes other than those illustrated or any delinquent premium outlays will affect the length of the protection and may cause you to lose the protection. If the protection is lost, you may restore the protection by payment of additional or higher premium outlays. You should be aware that the premiums required to restore lapse protection may be significantly higher than the illustrated premium outlays. Without the protection from policy termination, your policy may continue in force for a period of time as long as there is enough surrender value to cover the monthly deductions. Reference your policy and any endorsements for complete limitations, terms, and conditions.

Death Benefit

The death benefit is the amount of money payable to the beneficiary if the proposed insured dies while the policy is in force. The death benefit includes the base policy benefit amount plus any additional life insurance rider and term rider benefit amounts, if applicable. The death benefit will be reduced by any policy debt and by any overdue monthly deductions. This illustration shows the death benefit at the end of each policy year.

Under the level death benefit option, the base policy benefit amount will equal the face amount on the date of death.

Terminal Illness Accelerated Death Benefit

This policy has an Accelerated Death Benefit feature for a qualifying terminal illness. Subject to a maximum benefit amount, the accelerated death benefit will be based on a portion of the in-force face amount. A lien equal to the accelerated death benefit will be established against the policy and will accumulate interest. The primary impact of the lien and any accumulated interest will be reduction of the death benefit. The Accelerated Death Benefit feature may be subject to state variations and may not be available in all states.

Consult your representative and review the policy and any endorsements for complete limitations, terms and conditions. Due to possible tax consequences of the Accelerated Death Benefit feature, please consult your tax advisor.

Current, Specified, and Midpoint assumptions are not guaranteed. They assume that scales for interest and cost of insurance rates will continue unchanged by the Company for all years shown. This is not likely to occur because interest and cost of insurance rates are subject to change by the Company based on various factors such as claims and investment experience, persistency, expenses, taxes, and the overall economic environment. Actual results may be more or less favorable than those shown.

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Lapse protection

Accelerated Death Benefit

LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan

Initial Monthly-PAC Premium: \$464.24

Initial Death Benefit: \$350,000.00

Riders: None

Narrative Summary

Prepared For: Valued Male Client

Male Age 55: Preferred Non-Tobacco



**West Coast Life
Insurance Company**
A PROTECTIVE COMPANY

Surrender and Policy Values The surrender value is the amount of money you will receive if you cancel the policy. In addition, it limits the amounts available to you for policy loans and partial surrenders. The surrender value is equal to the policy value less a surrender charge and less any policy debt. There is a surrender charge for the first 9 policy years. The surrender charge will last for an additional 9 years following each face increase. The surrender charge will change if you increase or decrease the face amount of the policy.

The policy value will vary based on (1) the amount, timing and frequency of each premium outlay, (2) monthly deductions, (3) credited interest, (4) policy debt, and (5) partial surrenders. Each month, any premiums received (less a premium expense charge) and interest are added to the policy value while monthly deductions and partial surrenders, including surrender charges and fees associated with any partial surrenders are subtracted from the policy value. This illustration shows the policy and surrender values at the end of each policy year.

Termination Unless this policy remains in force under the provisions of the Lapse Protection Endorsement, the policy will terminate without value at the end of the grace period if there is not enough surrender value to cover the monthly deductions.

Interest The interest rate credited to your policy value can be changed at the sole discretion of the Company but not below the guaranteed interest rate of 2.50%. The current interest rate is 5.40%. The interest rates shown in this illustration are annual effective rates.

Tax Compliance The guideline level premium is the maximum level annual premium that can be paid into the policy and still have it qualify as a life insurance contract. The guideline single premium is the maximum single premium that can be paid into the policy at issue and still have it qualify as a life insurance contract. The 7-Pay premium is the maximum annual amount that can be paid in each of the first 7 policy years under the test for a Modified Endowment Contract. The initial guideline level, guideline single and 7-Pay premium amounts are used to test for compliance with premium limitations as set forth under current Federal Tax Law. The initial premium amounts shown below are subject to change upon any change in policy benefits.

Guideline Level Premium:	\$10,307.49
Guideline Single Premium:	\$112,226.34
7-Pay Premium:	\$22,770.65

Based on the Company's interpretation of current Federal Tax Law, the illustrated policy satisfies the definition of a life insurance contract and is not a Modified Endowment Contract. However, any change in benefits may cause the policy to no longer qualify as a life insurance contract or may cause it to become a Modified Endowment Contract.

Under current Federal Tax Law, special tax rules apply for partial surrenders and face amount decreases in the first 15 policy years. In the case of a partial surrender, you may be taxed on all or a portion of the cash withdrawal amount. In the case of a face amount decrease, a taxable distribution from the policy may be required.

Neither West Coast Life Insurance Company nor its representatives offer legal or tax advice. Any tax compliance tests applied and any tax-related statements made in this illustration were based upon current assumptions only, and represent only one interpretation of current Federal Tax Law as it relates to life insurance. Moreover, the tax treatment of life insurance is subject to change. We suggest you consult your legal or tax advisor before making any tax-related decisions.

Current, Specified, and Midpoint assumptions are not guaranteed. They assume that scales for interest and cost of insurance rates will continue unchanged by the Company for all years shown. This is not likely to occur because interest and cost of insurance rates are subject to change by the Company based on various factors such as claims and investment experience, persistency, expenses, taxes, and the overall economic environment. Actual results may be more or less favorable than those shown.

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Agent: Imeriti, Inc.
ID: WFbccc3f57-32e4-4b30-9479-1fda5fe2cae4



Imeriti, Inc. 14

Not a
MEC

Numeric Summary

Applicant signs

Agent signs

LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan *Numeric Summary*
 Initial Monthly-PAC Premium: \$464.24 Prepared For: Valued Male Client
 Initial Death Benefit: \$350,000.00 Male Age 55: Preferred Non-Tobacco
 Riders: None



Year	Premium Outlay	Guaranteed Assumptions		Non-Guaranteed Assumptions			
		Surrender Value	Death Benefit	Midpoint		Current	
5	\$5,570.88	\$0	\$350,000	\$1,099	\$350,000	\$4,901	\$350,000
10	\$5,570.88	\$17,586	\$350,000	\$27,324	\$350,000	\$38,168	\$350,000
20	\$5,570.88	\$0	\$350,000	\$38,566	\$350,000	\$101,025	\$350,000
Age 70	\$5,570.88	\$11,042	\$350,000	\$37,540	\$350,000	\$66,844	\$350,000

The benefits and values labeled "Non-Guaranteed Assumptions" are not guaranteed. Non-guaranteed elements, such as interest and cost of insurance rates, are subject to change by the Company. This illustration assumes that the currently illustrated non-guaranteed elements will continue unchanged for all years shown. This is not likely to occur, and actual results may be more or less favorable than those shown. As a result, additional premium outlays may be required to keep the policy in force or to achieve desired results.

	Initial Interest Rate	Cost of Insurance	Termination Year
Guaranteed Assumptions	2.50%	Guaranteed	N/A
Midpoint Assumptions	3.95%	Average of Guaranteed & Current	N/A
Current Assumptions	5.40%	Current	N/A

Assuming timely payment of each premium outlay as illustrated, the protection from policy termination will remain in effect during the lifetime of the insured. Any policy changes, loans, partial surrenders or delinquent premium outlays may cause earlier loss of the protection or may increase premium outlay requirements. Reference the policy and any riders and endorsements for complete limitations, terms, and conditions.

I have received a copy of this illustration. I understand that this illustration assumes non-guaranteed elements continue unchanged for all years shown and that this is not likely to occur. The agent has told me that these elements are not guaranteed and are subject to change. I understand that actual results may be higher or lower than those shown.

Signature of Owner(s) _____ Date _____

I certify that this illustration has been presented to the applicant or policy owner. I have explained that this illustration assumes non-guaranteed elements continue unchanged for all years shown, that these elements are subject to change, and that actual results may be higher or lower than those shown. I have made no statements that are inconsistent with the illustration.

Signature of Agent or other authorized representative _____ Date _____

Imeriti, Inc.
 337 S. Cedros Ave, Suite G
 Solana Beach, CA 92075
 858-793-6274

Underwritten By:
 West Coast Life Insurance Company
 2801 Highway 280 South
 Birmingham, AL 35223

Current, Specified, and Midpoint assumptions are not guaranteed. They assume that scales for interest and cost of insurance rates will continue unchanged by the Company for all years shown. This is not likely to occur because interest and cost of insurance rates are subject to change by the Company based on various factors such as claims and investment experience, persistency, expenses, taxes, and the overall economic environment. Actual results may be more or less favorable than those shown.



LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan
 Initial Monthly-PAC Premium: \$464.24
 Initial Death Benefit: \$350,000.00
 Riders: None

Tabular Detail
 Prepared For: Valued Male Client
 Male Age 55: Preferred Non-Tobacco



Tabular Detail

Guaranteed

Non-Guaranteed

Cash Accumulation Value

Surrender Value

Death Benefit Guaranteed

Age	Year	Premium Outlay*	Guaranteed Assumptions			Non-Guaranteed Assumptions		
			Policy Value	Surrender Value	Death Benefit	Policy Value	Surrender Value	Death Benefit
56	1	5,570.88	2,058	0	350,000	4,035	0	350,000
57	2	5,570.88	5,171	0	350,000	8,004	0	350,000
58	3	5,570.88	7,525	0	350,000	11,820	0	350,000
59	4	5,570.88	9,750	0	350,000	15,521	824	350,000
60	5	5,570.88	11,812	0	350,000	19,181	4,901	350,000
61	6	5,570.88	13,665	2,241	350,000	22,788	11,364	350,000
62	7	5,570.88	15,237	6,669	350,000	26,252	17,684	350,000
63	8	5,570.88	16,454	10,742	350,000	29,909	24,197	350,000
64	9	5,570.88	17,248	14,392	350,000	33,855	30,999	350,000
65	10	5,570.88	17,586	17,586	350,000	38,168	38,168	350,000
66	11	5,570.88	17,426	17,426	350,000	42,940	42,940	350,000
67	12	5,570.88	16,736	16,736	350,000	48,279	48,279	350,000
68	13	5,570.88	15,486	15,486	350,000	54,308	54,308	350,000
69	14	5,570.88	13,606	13,606	350,000	60,505	60,505	350,000
70	15	5,570.88	11,042	11,042	350,000	66,844	66,844	350,000
71	16	5,570.88	7,625	7,625	350,000	73,306	73,306	350,000
72	17	5,570.88	3,206	3,206	350,000	79,900	79,900	350,000
73	18	5,570.88	0	0	350,000	86,710	86,710	350,000
74	19	5,570.88	0	0	350,000	93,745	93,745	350,000
75	20	5,570.88	0	0	350,000	101,025	101,025	350,000
76	21	5,570.88	0	0	350,000	108,596	108,596	350,000
77	22	5,570.88	0	0	350,000	116,480	116,480	350,000
78	23	5,570.88	0	0	350,000	124,704	124,704	350,000
79	24	5,570.88	0	0	350,000	133,138	133,138	350,000
80	25	5,570.88	0	0	350,000	141,762	141,762	350,000
81	26	5,570.88	0	0	350,000	150,016	150,016	350,000
82	27	5,570.88	0	0	350,000	158,480	158,480	350,000
83	28	5,570.88	0	0	350,000	167,193	167,193	350,000
84	29	5,570.88	0	0	350,000	176,168	176,168	350,000
85	30	5,570.88	0	0	350,000	185,428	185,428	350,000
86	31	5,570.88	0	0	350,000	195,013	195,013	350,000
87	32	5,570.88	0	0	350,000	204,273	204,273	350,000
88	33	5,570.88	0	0	350,000	213,151	213,151	350,000
89	34	5,570.88	0	0	350,000	221,602	221,602	350,000
90	35	5,570.88	0	0	350,000	229,532	229,532	350,000

Current, Specified, and Midpoint assumptions are not guaranteed. They assume that scales for interest and cost of insurance rates will continue unchanged by the Company for all years shown. This is not likely to occur because interest and cost of insurance rates are subject to change by the Company based on various factors such as claims and investment experience, persistency, expenses, taxes, and the overall economic environment. Actual results may be more or less favorable than those shown.



NAIC Cost of Insurance - Indices in Life illustrations

To compare similar policies, look at the indexes for the two policies. The one with the lower cost indexes is the least expensive of the two.

The best comparison is with policies that have the same structure and/or similar build-in or added riders the client is reviewing.

LifeTime Platinum III Plus 08/09

Universal Life Flexible Premium Adjustable Life Plan
Initial Monthly-PAC Premium: \$464.24
Initial Death Benefit: \$350,000.00
Riders: None

Additional Information
Prepared For: Valued Male Client
Male Age 55: Preferred Non-Tobacco



Notes * Even if the premium outlay is zero, monthly deductions will continue. Monthly deductions will cease at attained age 121.

Guaranteed Assumptions The **Guaranteed** columns assume an initial guaranteed interest rate of 2.50% and guaranteed cost of insurance rates.

Current Assumptions The **Current** columns assume an initial current interest rate of 5.40% and current cost of insurance rates.

Life Insurance Cost Information Indices assume the time value of money to be 5.00%. The Net Payment Cost Index and the Surrender Cost Index are measures of the relative cost of similar plans of insurance. A low index number represents a lower cost than a high index number. A more detailed explanation of the intended use of these indices is provided in the Life Insurance Buyer's Guide.

	Guaranteed Values		Non-Guaranteed Values	
	10 Years	20 Years	10 Years	20 Years
At the end of				
Surrender Cost Index	12.113	15.917	7.660	7.604
Net Payment Cost Index	15.917	15.917	15.917	15.917

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Understanding Illustrations: Term Quote Engine:

Term Quote Engine

The screenshot shows the Imeriti, Inc. website in a Windows Internet Explorer browser. The page features a navigation menu with links for HOME, RATES, AGENT TOOLS, CARRIERS, and ABOUT US. A 'Quick Links' section on the left contains a list of links, with 'Term Quote Engine' highlighted by a yellow arrow pointing from the text 'Term Quote Engine' on the slide. Other links in this section include Imeriti Photo, Rates, Get Forms, Sales Tools, Online Case Status, Helpful Procedures, and Imeriti Success! Web Site. The main content area includes a 'Service and Support' box with sub-links for Marketing Ideas and Concepts, Carriers and Products, and Innovative Tools. Below this is a promotional banner for 'Imeriti, Inc. presents two EXCLUSIVE programs!' featuring CAP-TRAN (Revolutionary Wealth Transfer Software) and FundCollege (Increase Your Life Sales By 300%). At the bottom, there are three product highlights: 'Easy Life' (3.85% Guaranteed for 6 Years!), 'Imeriti Picks' (Click Here for Our Annuity Pick!), and 'Liberty Series Estate Maximizer' (From Liberty Life).

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Date of Birth

Amount of Ins.

Level premium

Standard +
Table Rating

The screenshot shows a web browser window titled "NetTrac - Index Annuities & Life Insurance - 30 Years of Excellence - Windows Internet Explorer". The address bar shows the URL "http://nettrac.epelno.com/stat.asp?os=2239apt=11". The page content is a "Term Life Quotes" form with the following sections:

- Client Name:** Input fields for first and last name, with a link for "Agent Information".
- Birthday / Age:** Fields for "DOB (MM/DD/YYYY)" with month, day, and year dropdowns, and "or" followed by "Age Last" and "Age Nearest" checkboxes.
- Gender:** Radio buttons for "Male" and "Female".
- State:** A dropdown menu labeled "-- Select a State --".
- Amount of Insurance:** A dollar sign followed by an input field and a link "Determine Amount of Insurance".
- Payment Option:** A dropdown menu currently set to "Annual".
- Desired Term:** Radio buttons for "Guaranteed Only", "Guaranteed & Non-Guaranteed", and "Simplified Issue".
- Desired Length:** Checkboxes for "5 yr", "10 yr", "15 yr", "20 yr", "25 yr", and "30 yr".
- Health Class:** Checkboxes for "All Non-Tobacco", "Preferred Best Non-Tobacco", "Preferred Non-Tobacco", "Standard Plus Non-Tobacco", "Standard Non-Tobacco", "All Tobacco", "Preferred Tobacco", and "Standard Tobacco".
- Carrier/Product:** Radio buttons for "All Carriers & Products" and "Customize Carriers & Products".
- Riders:** Checkboxes for "Accidental Death Benefit", "Waiver of Premium", and "Return of Premium".
- Additional Fields:** "CR Units" (dropdown set to "0"), "Table Rating" (dropdown set to "None"), and "Flat Extra \$" (checkboxes for "Yes" and "No").

At the bottom of the form are buttons for "Start Over" and "View All Quotes". The browser's taskbar at the bottom shows the Windows Start button and several open applications including "Office Communicator", "Send Email - Netr...", "indexforus.com - P...", "Index, Inc. - Inde...", "NetTrac - Inis - W...", and "Document1 - Micro...". The system tray shows the time as "6:43 AM".

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Client Information

Client Name Tom Smith	Amount \$500,000	Health Classes Preferred Non-Tobacco Standard Non-Tobacco	Agent Name Imeriti, Inc.
Gender Male Age 50	State CA	Payment Option Annual	Agent Phone Number 858-793-6274

Guaranteed Pricing

	West Coast Life Focus Term 20 (guar 20) Preferred Nontobacco	West Coast Life Focus Term 20 (guar 20) Standard Nontobacco	West Coast Life Focus Term 30 (guar 30) Preferred Nontobacco	West Coast Life Focus Term 30 (guar 30) Standard Nontobacco
Details				
Ratings	AM Best A+ S&P AA-	AM Best A+ S&P AA-	AM Best A+ S&P AA-	AM Best A+ S&P AA-
Calc Age	Nearest Age 50	Nearest Age 50	Nearest Age 50	Nearest Age 50
Notes	The contents of this website are for illustration purposes only. For current information, please use our WinFlex software. Waiver of premium not available after Table 4 (D)	The contents of this website are for illustration purposes only. For current information, please use our WinFlex software. Waiver of premium not available after Table 4 (D)	The contents of this website are for illustration purposes only. For current information, please use our WinFlex software. Waiver of premium not available after Table 4 (D)	The contents of this website are for illustration purposes only. For current information, please use our WinFlex software. Waiver of premium not available after Table 4 (D)
Pay Options				
Annual	\$1,285.00	\$1,770.00	\$2,445.00	\$4,160.00
Semi	\$668.20	\$920.40	\$1,271.40	\$2,163.20
Quarterly	\$340.53	\$469.05	\$647.93	\$1,102.40
Monthly	\$112.44	\$154.88	\$213.94	\$364.00

Modal premiums

Life insurance offers a potentially powerful combination of benefits, protections and advantages

I wish to Thank You for attending.
And now, Questions

For Case Design and Life Product assistance,
contact an **Imeriti Representative** at 800.921.3100

