

1Q 2009 Growth Rates by Product				
Percent Change 2008-2009				
		Annualized premiums	Face amount	Number of policies
Universal life	First Quarter	-33%	-16%	-7%
	Year to date	-33	-16	-7
Variable life	First Quarter	-62	-19	-23
	Year to date	-62	-19	-23
Variable universal life	First Quarter	-61	-50	-51
	Year to date	-61	-50	-51
Term	First Quarter	-4	-3	-5
	Year to date	-4	-3	-5
Whole life	First Quarter	-5	-3	-8
	Year to date	-5	-3	-8
Totals	First Quarter	-26%	-8%	-8%
	Year to date	-26%	-8%	-8%

Source: LIMRA's *U.S. Individual Life Insurance Sales Summary Report, First Quarter 2009*.

Please attribute any reference to this material to LIMRA.