



## Individual Life Insurance Growth Rates by Product

		<b>Percent Change 2011-2012</b>		
		Annualized premiums	Face amount	Number of policies
<b>Universal Life</b>	Third Quarter 2012	<b>4%</b>	<b>0%</b>	<b>-9%</b>
	Year-to-date	<b>3%</b>	<b>5%</b>	<b>-1%</b>
<b>Variable Universal Life</b>	Third Quarter 2012	<b>-4%</b>	<b>-17%</b>	<b>-12%</b>
	Year-to-date	<b>-6%</b>	<b>-12%</b>	<b>-10%</b>
<b>Term</b>	Third Quarter 2012	<b>-1%</b>	<b>-1%</b>	<b>1%</b>
	Year-to-date	<b>-1%</b>	<b>0%</b>	<b>1%</b>
<b>Whole Life</b>	Third Quarter 2012	<b>5%</b>	<b>3%</b>	<b>2%</b>
	Year-to-date	<b>8%</b>	<b>7%</b>	<b>4%</b>
<b>Total</b>	<b>Third Quarter 2012</b>	<b>3%</b>	<b>-1%</b>	<b>-1%</b>
	<b>Year-to-date</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, Third Quarter 2012.

**Please attribute any reference to this material to LIMRA.**