



# Competitive Edge

## Flexible Choice<sup>SM</sup> Whole Life is Highly Ranked on All Key Measures.

For clients seeking high value and guaranteed protection, you will want to take a closer look at Flexible Choice Whole Life.

**Comparison scenario: Male 45, Preferred Non-Tobacco, Paid Up-Age 100, \$1,000,000 Face Amount**

Premiums and Death Benefits		Premiums	Death Benefit Year 20		Death Benefit Year 30	
Company	Policy	Annual	CDB	IRR	CDB	IRR
<b>Penn Mutual</b>	<b>Flexible Choice Whole Life</b>	<b>\$16,150</b>	<b>\$1,267,253</b>	<b>11.78%</b>	<b>\$1,733,920</b>	<b>7.32%</b>
Guardian	Whole Life 99	\$18,800	\$1,346,763	11.04%	\$1,776,893	6.64%
Lafayette Life	Heritage	\$15,900	\$1,070,224	10.54%	\$1,184,247	5.36%
Mass Mutual	Legacy 100	\$18,860	\$1,347,321	11.29%	\$1,877,725	7.17%
MetLife	Promise Whole Life 2010	\$16,580	\$1,255,613	11.50%	\$1,543,617	6.56%
Minnesota Life	Secure Accumulator Whole Life	\$20,813	\$1,314,212	10.02%	\$1,630,209	5.63%
Minnesota Life	Secure Protector Whole Life	\$16,214	\$1,082,261	10.47%	\$1,242,472	5.51%
National Life	Lifebuilder	\$17,140	\$1,012,775	9.48%	\$1,107,312	4.57%
New York Life	Whole Life AD113	\$19,560	\$1,252,725	10.13%	\$1,627,751	5.96%
Northwestern Mutual	Adjustable Complife	\$19,870	\$1,356,099	10.76%	\$1,760,931	6.42%
Ohio National	Prestige Xcel	\$20,108	\$1,402,592	11.05%	\$1,921,813	7.01%

Guaranteed Cash Values		Year 5		Year 10		Year 20	
Company	Policy	GCV	IRR	GCV	IRR	GCV	IRR
<b>Penn Mutual</b>	<b>Flexible Choice Whole Life</b>	<b>\$53,000</b>	<b>-13.72%</b>	<b>\$147,000</b>	<b>-1.72%</b>	<b>\$342,000</b>	<b>0.54%</b>
Guardian	Whole Life 99	\$46,620	-22.52%	\$137,690	-5.75%	\$343,950	-0.86%
Lafayette Life	Heritage	\$43,860	-19.21%	\$127,730	-4.02%	\$321,550	0.11%
Mass Mutual	Legacy 100	\$48,240	-17.30%	\$141,300	-3.47%	\$344,030	-0.42%
MetLife	Promise Whole Life 2010	\$47,000	-18.35%	\$134,000	-3.91%	\$332,000	0.01%
Minnesota Life	Secure Accumulator Whole Life	\$45,384	-26.47%	\$131,283	-8.59%	\$324,010	-2.45%
Minnesota Life	Secure Protector Whole Life	\$44,703	-19.22%	\$129,414	-4.14%	\$321,617	-0.08%
National Life	Lifebuilder	\$47,000	-19.39%	\$160,640	-1.18%	\$353,250	0.29%
New York Life	Whole Life AD113	\$50,530	-21.25%	\$148,700	-5.05%	\$343,910	-1.24%
Northwestern Mutual	Adjustable Complife	\$60,570	-16.06%	\$146,380	-5.64%	\$341,050	-1.48%
Ohio National	Prestige Xcel	\$42,330	-27.55%	\$125,930	-8.73%	\$331,740	-1.87%

Current Cash Values		Year 10		Year 20		Year 30	
Company	Policy	CCV	IRR	CCV	IRR	CCV	IRR
<b>Penn Mutual</b>	<b>Flexible Choice Whole Life</b>	<b>\$158,980</b>	<b>-0.29%</b>	<b>\$494,830</b>	<b>3.91%</b>	<b>\$1,067,030</b>	<b>4.70%</b>
Guardian	Whole Life 99	\$171,581	-1.67%	\$541,516	3.36%	\$1,098,766	4.01%
Lafayette Life	Heritage	\$134,906	-3.01%	\$357,348	1.10%	\$657,650	2.00%
Mass Mutual	Legacy 100	\$181,489	0.22%	\$533,463	3.45%	\$1,157,787	4.55%
MetLife	Promise Whole Life 2010	\$164,697	-0.12%	\$469,555	3.21%	\$917,438	3.70%
Minnesota Life	Secure Accumulator Whole Life	\$176,151	-3.06%	\$498,401	1.69%	\$963,710	2.67%
Minnesota Life	Secure Protector Whole Life	\$133,762	-3.53%	\$367,874	1.19%	\$696,074	2.22%
National Life	Lifebuilder	\$164,414	-0.76%	\$417,896	1.85%	\$769,192	2.48%
New York Life	Whole Life AD113	\$177,700	-1.75%	\$498,715	2.26%	\$1,015,454	3.33%
Northwestern Mutual	Adjustable Complife	\$179,964	-1.65%	\$532,681	2.89%	\$1,072,061	3.70%
Ohio National	Prestige Xcel	\$155,089	-4.44%	\$548,391	3.21%	\$1,188,643	4.44%

Face amount is all base and does not include any term blend riders or PUAs. Information taken from competitor illustrations and believed to be accurate as of 05/2013

Note: IRR (Internal Rate of Return) is a way to measure product performance when comparing different premium payment patterns. IRR represents the compounded interest rate at which the accumulated premiums would have to earn to achieve the cash values or death benefit.

# Competitive Edge

## Flexible Choice Whole Life

Top ranked and offers unique benefits and features that provide superior value and flexibility to your clients.

Company	Policy	Term Blend Rider	Overloan Protection	Enhanced Own Occ Waiver	Pref Loan Provision	2013 Dividend Scale Action	Additional Paid Up Options
<b>Penn Mutual</b>	<b>Flexible Choice Whole Life</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes*</b>	<b>No Change</b>	<b>Yes</b>
Guardian	Whole Life 99	Yes	No	Yes**	No	Decrease	Yes
Lafayette Life	Heritage	Yes	No	No	No	Decrease	Yes
Mass Mutual	Legacy 100	Yes	No	Yes**	No	No Change	Yes
MetLife	Promise	Yes	No	Yes**	No	Decrease	No
Minnesota Life	Secure Accumulator Whole Life	No	No	No	No	Decrease	Yes
Minnesota Life	Secure Protector Whole Life	No	No	No	No	Decrease	Yes
National Life	Lifebuilder	Yes	No	No	No	Decrease	No
New York Life	Whole Life AD113	Yes	No	No	No	Increase	Yes
Northwestern Mutual	Adjustable Complife	Yes	No	No	No	Decrease	Yes
Ohio National	Prestige Xcel	Yes	No	No	No	Decrease	Yes

\*Year 11+

\*\* 6 year own occupation for Penn Mutual; 5 year own occupation for select companies

Offering unique features that provide for increased flexibility and protection as well as highly ranked in IRR for premium, cash value and death benefit, Flexible Choice Whole Life is a product designed to give you the competitive advantage.

To learn more about Flexible Choice Whole Life, contact your Penn Mutual Field Office or the Life Sales Desk at 1-800-818-8184, option 4.

Information as of 5/2013 based on illustrations obtained by Penn Mutual and are believed to be accurate. Dividends are not guaranteed. All guarantees are based upon the claim-paying ability of the issuer. Flexible Choice Whole Life is a whole life insurance policy offered by The Penn Mutual Life Insurance Company. Product and features may not be available in all states. Policy form numbers TL-08(s) and TL-08(U). (Policy form numbers may vary by state).



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