

SEE FOR YOURSELF
WHERE WE'RE #1 FOR FULL PAY

SEE WHERE
PRU RANKS #1
IN THE UL MARKET

Do You Write UL Business With These Carriers?



AEGON/Transamerica, AIG, AXA, Genworth, ING ReliaStar, Lincoln Benefit, Lincoln Financial, John Hancock Hartford, Metlife, Pacific Life, Principal, West Coast Life, Sun Life, Nationwide

If Yes - Read On.

See for yourself how our rates compare to these carriers.

PruLife® Universal Protector Male, Full Pay, \$1 Million Face Amount, with Age Last Birthday Advantage

Age	Preferred Best	Preferred Non-Tobacco	Non-Smoker Plus	Non-Smoker	Preferred Smoker	Smoker
35	1	1	1		1	1
45	1	1	1		1	1
55	1	1	1		1	1
65	1	1			1	
70	1		1		1	1
75						
85						

 Rank 1-4 or within 5% of leader
 Rank 5-16

Do You Have Clients
In These Categories?

If YES - Think Prudential!

When comparing products, price is not always the determining factor. Features and benefits can be equally important.

This information was compiled by Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey. The competitive analysis assumes that all rates shown are as of **July 22, 2008**. It assumes that our competitors' products did not become more competitive when Pruco Life product changes became effective. We have selected certain scenarios that highlight our competitive position. These scenarios are not indicative of our competitive position in every scenario.

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Your Success Matters.

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Prudential

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