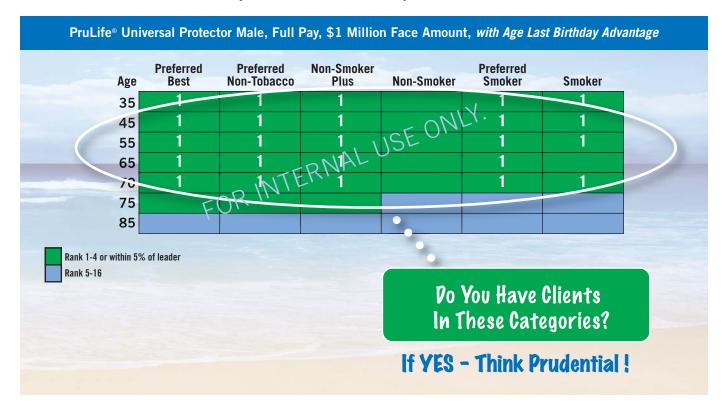
## Do You Write UL Business With These Carriers?

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.



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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