

# CREATING VALUE FOR A LIFETIME OF NEEDS

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Proud supporter of the PTSD Foundation



LVT-B-1018

## WHAT DOES LIFE INSURANCE HELP PROTECT?

You work hard to make sure you can provide for your family's needs and goals – both short and long term. For many people, purchasing life insurance is an essential component to help ensure peace-of-mind for life's many challenges like:

- Your family's lifestyle
- Funding for college
- Family debt
- Household expenses
- Burial expenses

## WHY DO I NEED LIFE INSURANCE?

Among American households without benefit of group or individual life insurance, three quarters say they would have immediate or near immediate trouble paying for basic living expenses if the primary wage earner died.\*

## THE SOLUTION – LIFETIME VALUE TERM

The Lifetime Value Term product is Group Term Life Insurance with level premiums to age 120 and additional, optional benefits. Level premium means premium rates will never increase as you get older. This insurance is also portable so if you change jobs during your working years, or you retire, you can keep the insurance with no change in cost regardless of age. By purchasing Lifetime Value Term, you can rest easy knowing insurance benefits are payable to help take care of your family upon your death.



OUR BRAVE MEN AND WOMEN IN UNIFORM UNDERSTAND DUTY, HONOR, AND SACRIFICE. MANY HAVE RETURNED HOME WITH BOTH THE VISIBLE SCARS, AND THE UNSEEN WOUNDS OF WAR.

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TO GIVE BACK TO THOSE WHO HAVE GIVEN OF THEMSELVES SO SELFLESSLY IS AN *Honor that we take to Heart.*

The PTSD Foundation of America & Camp Hope — Serving Combat Veterans on multiple levels in peer to peer mentoring, one-on-one outreach and National Warrior Groups.

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For more information about the foundation, visit [www.ptsdusa.org](http://www.ptsdusa.org), or if you are a combat veteran who has been diagnosed with PTSD, call the Combat Trauma Line **877.717.7873**.

# MEANINGFUL BENEFIT DESIGN WITH OPTIONAL BENEFITS

## SIMPLE APPLICATION

No tests or examinations or long medical questionnaires. Insurance is available either simplified or guaranteed issue basis for qualifying groups. Where evidence of insurability is required, a brief medical questionnaire needs to be completed.

## OPTIONAL FAMILY INSURANCE

Lifetime Value Term is available for your spouse and children.

## LEVEL PREMIUMS

Premiums are level based on the insured's age at the time of issue. This means once you are enrolled, your premium will never increase and is level through age 120.

## LIFE INSURANCE BENEFITS

Lifetime Value Term pays a lump-sum benefit to your designated beneficiary when you die before the age of 120. Lifetime Value Term is available with a maximum \$300,000 Life Insurance Benefit Amount for eligible persons.

## INSURANCE PORTABILITY

Your insurance is yours to keep – no matter if you change jobs or retire! Your insurance can not be cancelled or changed by Madison National Life Insurance Co., Inc. or your employer unless you stop paying premiums.

## OPTIONAL WAIVER OF PREMIUM BENEFIT

In the event you become Totally Disabled, either permanently or for a prolonged period, your insurance will remain in force and your premium is waived.

## OPTIONAL ACCIDENTAL DEATH BENEFIT

In the event of an accidental death, you may receive an additional 50%-100% of your Life Insurance Benefit.

## OPTIONAL ACCELERATED LIFE BENEFIT

In the event you are diagnosed with a Terminal, Critical<sup>1</sup> and or Chronic<sup>2</sup> illness, you have the ability to accelerate a percentage of your Life Insurance Benefit Amount.

## HOW ACCELERATED LIFE BENEFITS WORK

We understand that your lifestyle and financial situation is constantly changing, and so Lifetime Value Term was designed to provide benefits in the event of a diagnosed Terminal, Critical<sup>1</sup> and Chronic<sup>2</sup> illness.

### TERMINAL ILLNESS

This benefit is payable in the event you are diagnosed with a medical condition that is expected to result in your, or your spouse's or children's death within 12 months. You can elect up to 75% of your Life Insurance Benefit Amount.

### CRITICAL ILLNESS<sup>1</sup>

Benefit will be payable upon diagnosis of any of the following illnesses:

- Heart attack
- Stroke
- Invasive Cancer
- End stage renal disease
- Acquired Immune Deficiency Syndrome (AIDS)
- Major organ failure

You can elect up to 20% of your Life Insurance Benefit Amount for yourself, your spouse and your children.

### CHRONIC ILLNESS<sup>2</sup>

Benefit is payable in the event you, your spouse or children is unable to perform 2 of the 6 Activities of Daily Living:

- Eating
- Bathing
- Dressing
- Toileting
- Transferring
- Maintaining continence

You can elect up to 75% of your Life Insurance Benefit Amount for yourself, your spouse and your children.

*For a complete list of benefits, limitations and exclusions, please see the Certificate of Insurance.*

<sup>1</sup>This benefit is not available in all states.

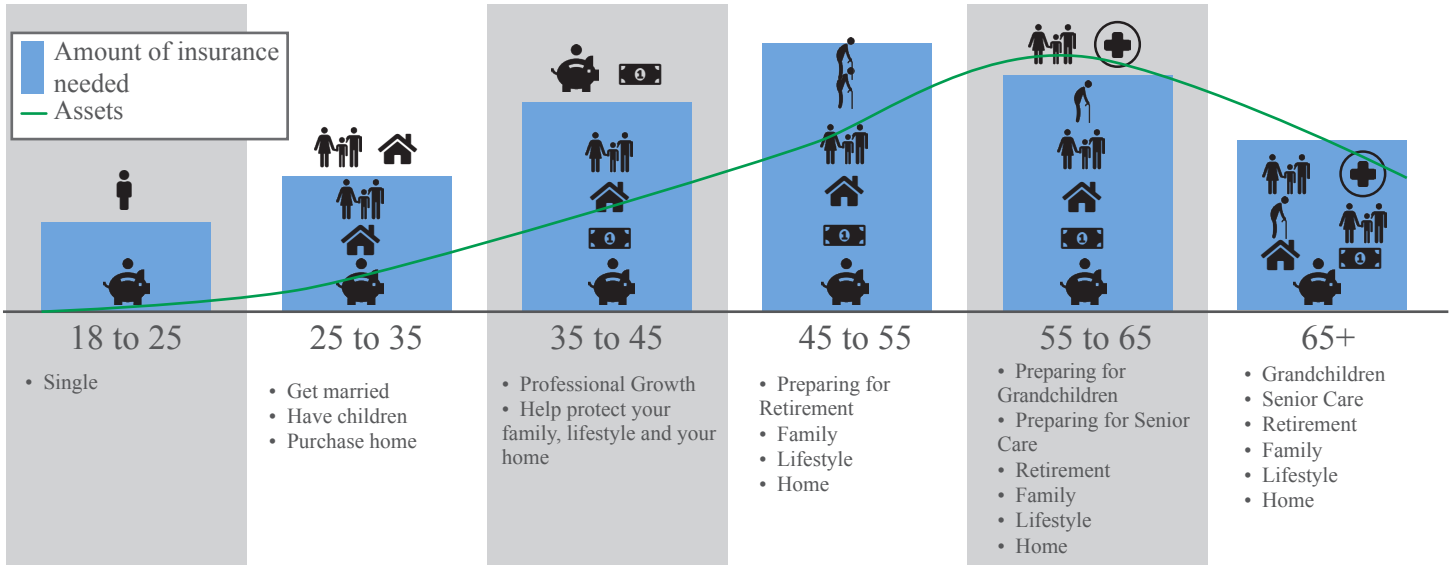
<sup>2</sup>This benefit may not be available in all states.



## WHEN IS THE RIGHT TIME TO BUY LIFE INSURANCE?

*“When someone else is depending on your income, there’s generally a need for life insurance”*

### HELP ENSURE YOUR LONG-TERM FAMILY GOALS WITH TERM LIFE INSURANCE



All above life events are hypothetical & for illustrative purposes only.

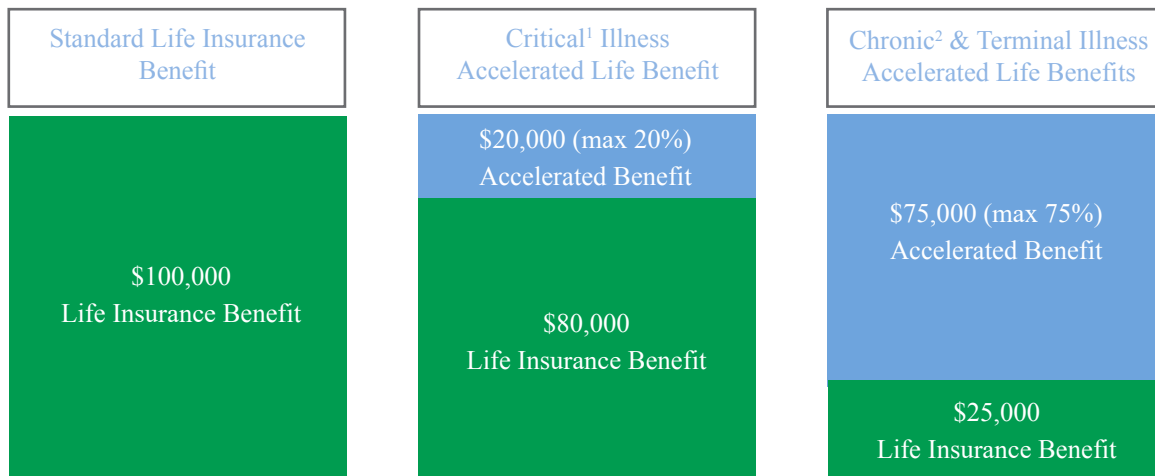
It’s a good idea to review your life insurance needs whenever a major life event occurs. Considering life insurance is generally lesser expensive the younger you are, it is a good practice to ask yourself questions related to you income needs, debt, and other liabilities after significant life events:

**Get Married** In your current financial state, would your spouse survive financially without your income?

**Have children/grandchildren** Do you have enough saved to provide for your children or grandchildren?

**Purchase Home** How much money would you need to ensure your mortgage or home equity obligations would be covered?

## BENEFIT EXAMPLE BASED ON A \$100,000 LIFE INSURANCE BENEFIT AMOUNT



Underwritten by Madison National Life Insurance Company, Inc., Madison, WI.

For a complete review of benefits offered, and a complete list of limitations and exclusions, please see the Certificate of Insurance.

<sup>1</sup>This benefit is not available in all states.

<sup>2</sup>This benefit may not be available in all states.

## Underwriting Assumptions

- No health questions for all amounts up to stated Guaranteed-Issue limits
- Evidence of insurability is required for all amounts in excess of stated Guaranteed-Issue limits
- Employee coverage available from a minimum of \$10,000 up to \$150,000
- Spouse coverage available (minimum of \$5,000) up to the lesser of 50% of employee voluntary amount or \$50,000
- Dependent Child(ren) coverage available between the ages of 15 days to 6 months of age \$1,000-\$2,500 and between 6 months to age 25 \$5,000-\$25,000
- Employee must be covered if spouse/dependents are to be insured
- Includes Waiver of Premium after being out of work due to a qualifying disability
- Includes Accelerated Death Benefit – Chronic & Terminal illness allows for advancement of up to 75% over 3-year period, and Critical illness allows for a one-time advancement of up to 20%.
- Face value guaranteed to age 65 or 10 years, whichever is greater with declining balance guarantees all the way to age 120
- Full portability regardless of whether or not Group Policy remains in force
- Conversion Option to Individual life insurance at current individual rates available without evidence of insurability
- The election whether or not to include AD&D coverage is made by the employer

## Based on the size of this group:

Guaranteed-Issue Limit for employee	Varies by group based on size of group and enrollment strategy
Spouse – (CGI) contingent guaranteed issue	Minimum: \$10,000 Maximum: \$50,000
Child(ren)	15 days to 6 months of age: \$1,000-\$2,500 6 months to age 25: \$5,000-\$25,000

## Additional Contingencies

This offer is contingent upon the following being met:

- The information used to determine the rates provided in this proposal is correct. If the information is incorrect, rates may change.

## Policy Disclosure

Underwritten by Madison National Life Insurance Company, Inc., Madison, WI.

***For a complete review of benefits offered, and a complete list of limitations and exclusions, please see the Certificate of Insurance.***

## Specifications

### Eligibility

All active Employees up to age 70 who work at least 20 hours a week

### Participation Requirements

15% or 10 applications whichever is greater

### Termination of Coverage - Insured

Except as otherwise provided for under this Certificate, insurance will cease on the earliest of the following to occur:

1. the date You cease to be an Eligible Person, unless you have applied for Portability Benefits;
2. the date You reach age 120;
3. the date the Group Policy terminates, unless you have applied for Portability Benefits;
4. the date Your required premium payment is not paid.

### Termination of Coverage - Group

The Group Policy may be terminated, changed or amended, in whole or in part, by Us or the Group according to the terms of the Group Policy. Any change or amendment may apply to Insured Persons or to any separate classes or categories thereof. We may change the Group Policy when any change or clarification in law or governmental regulation affects Our obligations under the Group Policy, or with the Group's consent. We may terminate a Group's insurance on any premium due date by giving the Group not less than 60 days advance notice. A Group may terminate insurance under the Group Policy in whole, and may terminate insurance for any class or group of Insured Persons, at any time by giving Us advanced written notice at least 60 days prior to termination. Insurance will terminate automatically for nonpayment of premium, subject to the Group Policy's grace period and reinstatement provisions.

### Fully Portable

You may elect to keep the current amounts of insurance you had with your prior Group or elect a lower amount. You may only elect spouse and/or child insurance if you are electing insurance for yourself and if your spouse and/or child were also insured under the Group Policy at the time of your termination.

### Conversion

Conversion is available when coverage ends or is reduced under the policy.

### Suicide Exclusion

If a covered person commits suicide within 2 years of the effective date of coverage, the death benefit is limited to the premiums paid for that covered person.

Available to companies who are domiciled in the following states: TBA