

# EMPIRE LIFE INFORMATION CIRCULAR

**DATE:** November 30th, 2016

**Nº. 2016-30**

**CATEGORY:** **INSURANCE**

**TO:** Managing General Agents, Associate General Agents, Advisors, General Agents, Independent Financial Advisors and National Accounts

**SUBJECT:** **Announcing Empire Life EstateMax® and Optimax Wealth™ 8 Pay – a new Premium Payment Option for our participating whole life insurance products**

Empire Life is pleased to announce the launch of a new 8 year premium payment option for our participating whole life insurance products. This new "Quick Pay" premium option offers a contractually guaranteed 8 year premium payment period.

**Same great  
competitive  
features and  
long term values**

**EstateMax and Optimax Wealth** products with the 8 Pay premium payment option will offer consumers lifetime participating life insurance protection without a lifetime of paying premiums. **EstateMax** is focused on meeting estate planning needs, while **Optimax Wealth** focuses on cash value accumulation in the first 20 policy years, providing access to early cash values for retirement planning, small business cash flow needs or helping children with post-secondary education expenses.

Empire Life participating whole life insurance plans provide:

- Guaranteed Cash Values beginning as early as the end of the first policy year
- Competitive Total Cash Value growth
- Three premium payment options: 8 Pay, 20 Pay or Life pay
- Lifetime Guarantee\* with the Enhanced Coverage dividend option

*\* the Lifetime Guarantee only applies to the Enhanced Coverage dividend option and is subject to the conditions set out in the insurance contract.*

## **Product Highlights**

<b>Issue ages (nearest)</b>	0 to 75
<b>Minimum Sum Insured:</b>	\$25,000 Up to age 65 \$10,000 for age 65 and up
<b>Premium Options:</b>	8 Pay, 20 Pay & Life pay
<b>Coverage type:</b>	Single life and Joint Life ( First & last to Die)
<b>Dividend Options:</b>	<ul style="list-style-type: none"><li>• Paid Up Additions</li><li>• Cash Payment</li><li>• Cash Accumulation</li><li>• Annual Premium Reduction</li><li>• Enhanced Coverage</li></ul>

**Available Riders\*:**

- Solution ART, Solution 10, Solution 20, Solution 100,
- CI Protect and CI Protect Plus

\* subject to our business rules

**Launch Date**

EstateMax 8 Pay & Optimax Wealth 8 Pay Participating Whole life insurance products will be available for sale beginning: **January 1st, 2017**

**Illustration  
Software**

Illustrations for EstateMax 8 Pay & Optimax Wealth 8 Pay will be available in the Envision 10.7 software release scheduled for **December 7th, 2016**. Policy Taxation Summaries will be available in 2017. Applications for EstateMax 8 Pay & Optimax Wealth 8 Pay will only be accepted in 2017.

**Reference**

**John Quirt ALMI**, Product Manager, Insurance Marketing

