

EMPIRE LIFE INFORMATION CIRCULAR

DATE: February 6, 2017

Nº. 2017-05

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

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

Available Riders*:

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

* subject to our business rules

Par 8 Pay dividend option restriction for substandard cases

Enhanced Coverage and **Paid-Up Additions** dividend options will not be available for **EstateMax 8 Pay** and **Optimax Wealth 8 Pay coverages** on life insureds who have a permanent or a temporary life insurance substandard rating. This restriction will not apply to policies where the life insured is rated standard for the 8 Pay par coverage but is rated substandard on a CI Protect Plus riders or benefits.

Available dividend options for Par 8 Pay substandard cases

The following dividend options are available for EstateMax 8 Pay and Optimax 8 Pay coverages on life insureds who have a life substandard rating:

- Cash Accumulation
- Cash Payment
- Annual Premium Reduction

Please Note: Enhanced Coverage dividend option is only available at policy issue. If the life insured applies to have the life substandard rating removed at a later date, the Enhanced Coverage Dividend option will not be available. However, the life insured will have the option to change their dividend option to Paid-Up Additions, after successful removal of all life ratings, subject to business rules.

In some cases, an EstateMax 20 Pay or Optimax Wealth 20 Pay coverage may make a suitable alternative when 8 pay cases have been issued with a life substandard rating and the client wants the Enhanced Dividend or Paid-Up Additions dividend option. 20 Pay par products are available with all five dividend options regardless of rating. EstateMax 8 Pay & Optimax Wealth 8 Pay Participating Whole life insurance products will be available for sale beginning: **February 8th, 2017**

Launch Date

Illustration Software

Illustrations for EstateMax 8 Pay & Optimax Wealth 8 Pay will be available in the Envision 10.8 software release scheduled for **February 8th, 2017**. Our Envision Sales illustration software has been updated with a "dividend option" selection error message to help with the creation of acceptable EstateMax 8 Pay or Optimax Wealth 8 Pay sales illustrations where the life insured has a life substandard rating.

Reference

John Quirt ALMI, Product Manager, Insurance Marketing

