



NEW

Available Now! The New Guarantee Builder IUL[®] Indexed Universal Life Insurance with a Guaranteed Death Benefit¹

If you have clients looking for low-cost, guaranteed death benefit protection plus the opportunity for significant cash value growth, take a look at Guarantee Builder IUL. Here's why: You'll appreciate its newly upgraded benefits along with generally improved guaranteed premium competitiveness in several areas to help you grow sales. Consider Guarantee Builder IUL today!

You now have a new and improved Guarantee Builder IUL indexed universal life insurance product to enhance your portfolio of solutions. Guarantee Builder IUL continues its position as a competitive choice to help your clients gain a **guaranteed death benefit** while offering the **potential for cash value accumulation**.¹ It's upgraded and ready to perform!

Guarantee Builder IUL is available for sale effective with applications dated on or after **November 28, 2011**.

Improved Competitiveness!

Guarantee Builder IUL Highlights

- **More index selections (from 7 to 13!):** Thirteen index selections are available including the Multi-Index Group (S&P 500[®], EURO STOXX 50[®], Russell 2000[®]), plus the Uncapped S&P 500[®], Russell 2000[®], and S&P MidCap 400[®] in addition to other index selections.
- **Interest bonus on the fixed and index account:** Help boost your clients' cash values with 0.50% effective in years 11-20 and 0.75% in years 21+ (conditionally guaranteed on the fixed account and guaranteed on the index account).
- **Lower minimum face amount:** \$25,000 for all rate classes (down from \$50,000).
- **Choice of loans:** Standard loans available starting in **policy year one** (subject to state availability), variable interest rate loans available in **policy years six** and after.
 - The cap rate on variable interest rate loans is now **6%** vs. 10%! See variable interest rate loan bulletin FB-222 for details.
- **Zero Cost Loans (ZCL):** Available with standard loans starting in policy year six on 100% of the loan value. ZCLs are loans charged and credited at 3% for a net zero cost.
- **Guaranteed no premium payments after age 100:** Beyond age 100 there are no additional premium payments on the base policy.
- Shorter surrender charge period (15 years vs. 20), lower policy fee (\$8 from \$8.50), and a higher guaranteed interest rate (3% vs. 2.5%).
- **Chronic Illness Accelerated Benefit Rider**
- **You'll enjoy competitive commissions with a two-year rolling target!**

Product Strengths

- Strong cash-value accumulation opportunity with 13 index selections.
- Variable interest rate loan assumptions help maximize a supplemental retirement income stream.
- Level-pay and 5-pay scenarios along with single-pay premiums.

Guarantee Builder IUL Availability

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- As of October 27, 2011 Guarantee Builder IUL is available in all states except California and Connecticut.

NA UPDATE



We're Here for Life[®]

FB-225 11/28/2011

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Discontinuation of Guarantee Builder IUL (Generation 1)

- Applications that clearly state Guarantee Builder IUL must be received by November 28, 2011.
- All applications received after November 28, 2011 will automatically receive the Guarantee Builder IUL (Generation 2). Guarantee Builder IUL Generation 1 policies cannot be reissued to receive the Guarantee Builder IUL 2 product.
- We will allow Guarantee Builder IUL Generation 1 pending policies that have not been issued to change the product to the Guarantee Builder IUL 2 with a signed and dated amendment from the applicant.

Backdating

- The policy can never be dated before the approval date of the product for the state of issue.
- If a policy is backdated, all funds must be allocated to the fixed account until the effective date (inforce date) at which time the policyowner can transfer money to the index selections.
- If the expected first year premium is \$100,000 or greater, backdating will be limited to 30 days prior to the date of application.

Late Premium Adjustment

For purposes of the Premium Guarantee Rider, premiums are applied at the beginning of the policy month in which they are received and special treatment is given to 1035 exchanges in order to provide extra protection for the performance of the Premium Guarantee Rider. See separate bulletin FB-228 about the late premium endorsement.

For low cost, guaranteed death benefit protection with industry-leading opportunity for cash value growth, turn to Guarantee Builder IUL.

1. Subject to premium payment requirements.
2. The net cost of a variable interest loan could be negative if the credits earned are greater than the interest charged. The net cost of the loan could also be larger than under standard policy loans if the amount credited is less than the interest charged. In the extreme example, the amount credited could be zero and the net cost of the loan would equal the maximum interest rate charged on variable interest loans. In brief, variable Interest Rate Loans have more uncertainty than Standard Policy Loans in both the interest rate charged and the interest rate credited.

Index Universal Life products are not a investment in the "market" or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

In some situations, loans and withdrawals may be subject to federal taxes. North American Company does not give tax or legal advice. Clients should be instructed to consult with and rely on their own tax advisor or attorney for advice on their specific situation.

Please refer to the current Builder IUL series marketing guide, PR-1275 for complete details.

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Builder IUL is issued on policy form series LS172, Guarantee Builder IUL is issued on policy form series LS175, Rapid Builder IUL is issued on policy form series LS169, Chronic Illness Accelerated Benefit Rider (Accelerated Benefit Rider for Continuous Confinement in MN) is issued on form series LR450A; or state variations by North American Company for Life and Health Insurance, Administrative Office, Sioux Falls, SD 57193. Products, features, riders, endorsement or issue ages may not be available in all jurisdictions. Restrictions or limitations may apply.