

Protective Life Bulletin

DATE: October 19, 2020

Upcoming Protective Advantage ChoiceSM UL Product Price Change

At Protective Life, doing the right thing is at the foundation of everything we do. This is why we wish to inform you that effective October 19, 2020, we are slightly increasing rates for Protective Advantage ChoiceSM UL product. This price change enables us to continue offering this solid, well-designed protection solution that meets our customers' expectations and helps us deliver on our promises — together.

Transition Rules:

- For paper business, applications must be signed and received on or before November 2, 2020 to retain old rates.
- For ticket business and direct writer, applications must be signed and received on or before November 16, 2020 to retain old rates.
- Any application in Underwriting on October 19, 2020 will retain the rates they are initially quoted.

If you have any questions, please contact your Protective Life representative.

[Let's deliver on our promises. Together.](#)

Protective Advantage Choice UL (UL-20) is a universal life insurance policy issued by Protective Life Insurance Company, Brentwood, TN. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply. Lapse protection guarantees the policy death benefit for the duration of the guarantee and does not cover cash or surrender value. Loans, withdrawals, and other policy and premium changes will affect the cost and length of protection. Failure to make premium payments as planned may cause the policy to lose lapse protection and premiums required to restore it could be significantly higher. Refer to the policy and endorsements for complete terms, conditions, and limitations. All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company. The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Please consult with your legal or tax advisor regarding your individual situation before making any tax-related decisions.

