

# The Strength of Our Promise

For more than 100 years, our mission has remained boldly alive in our name. We are Protective Life. We are committed to tearing down the barriers that prevent so many people from enjoying the peace of mind and satisfaction that come from taking care of their future financial needs and the needs of those who depend on them. This is our purpose. This will be our legacy.

By enabling more people to confidently protect their tomorrow, we provide them the freedom to embrace their today. The strength of our promise is backed by the financial stability and long-term performance of our Company.

Protective Life carries high ratings from independent rating organizations who assign ratings measuring financial strength or claims paying abilities. They consider factors such as overall operating performance, asset quality, financial flexibility and capitalization.

## Protective Life has insurer financial strength ratings of:

- A+** (Superior, 2nd highest of 15 ratings) from A.M. Best
- AA-** (Very Strong, 4th highest of 21 ratings) from Standard & Poor's
- A** (Strong, 6th highest of 22 ratings) from Fitch
- A2** (Good, 6th highest of 21 ratings) from Moody's Investor Services

Ratings do not reflect the investment experience or financial strength of any sub account. These ratings are current as of June 10, 2014, are subject to change and do not apply to products or their performance. Please visit [www.protective.com](http://www.protective.com) for more current information.

[For more information, supplies or assistance, contact the Life Sales Desk or your Protective Life representative.](#)



## Life Products

# At a Glance

This is only a summary of product features. Consult specific product policies and endorsements/riders for benefits, limitations, and exclusions.

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. All payment and guarantees are subject to the claims paying ability of Protective Life Insurance Company.

Life Insurance and Variable Life Insurance products issued by Protective Life Insurance Company (PLICO). Securities offered by Investment Distributors, Inc. (IDI). Both located in Birmingham, AL. IDI is the principal underwriter for registered insurance products issued by PLICO, its affiliate. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex benefits and rates will apply. Policy form numbers, product features and availability may vary by state.

The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Protective Life. Standard & Poor's®, S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Protective Life. The Protective Indexed Choice UL is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index.

Investors should carefully consider the investment objectives, risks, charges, and expenses of variable universal life insurance and its underlying investment options before investing. This and other information is contained in the product prospectus and its underlying investment options. Investors should read the prospectuses carefully before investing. Prospectuses may be obtained by calling PLICO at 800.456.6330.



PLBD.3430 (06.14)

[www.protective.com](http://www.protective.com)

Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured   May Lose Value

For Financial Professional Use Only. Not for Use With Consumers.



PLBD.3430 (06.14)

Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured   May Lose Value

For Financial Professional Use Only. Not for Use With Consumers.

For Financial Professional Use Only. Not for Use With Consumers.

	Protective Custom Choice <sup>SM</sup> UL (UL-22)	Protective Advantage Choice <sup>SM</sup> UL (UL-21)	Protective Indexed Choice <sup>SM</sup> UL (UL-23)	Protective Investors Choice <sup>SM</sup> VUL (VUL-13)	ProClassic <sup>SM</sup> UL (UL-15)	Protective Survivor UL (UL-19)	Protective Survivorship Term (TL-15)	Premiere III (VUL-12)	Protective Preserver II (VUL-09)
<b>Product Position</b>	Flexible premium UL offering affordable coverage without cash-value accumulation and initial level death benefit periods ranging from 10 years to lifetime	Flexible premium UL offering affordable lifetime coverage with potential cash value accumulation	Flexible premium, indexed UL offering affordable lifetime coverage with potential cash-value accumulation	Variable universal life insurance that can provide lifetime protection along with uncapped earnings potential for cash-value accumulation based on investment option performance - all without risking death benefit coverage.	Low cost current assumption death benefit UL with potential cash-value accumulation	Second-to-die UL with lifetime lapse protection	Last survivor term life insurance policy with level premium periods of 10, 20 or 30 years	Variable universal life product offering protection, flexibility and investment options	Single-premium variable universal life product with optional Long-Term Care rider
<b>Minimum Face</b>	\$100,000	\$50,000 (Non-Tobacco and Tobacco) \$100,000 (all other classes)	\$100,000	\$100,000	\$25,000 (Non-Tobacco & Tobacco) \$100,000 (all other risk classes)	\$250,000	\$250,000	\$100,000	\$10,000* *This is the minimum single premium payment. The initial face amount is calculated by multiplying the initial premium amount by a factor which is based on age, sex and underwriting class.
<b>Issue Ages and Underwriting Risk Classes</b>	Select Preferred, Preferred, Non-Tobacco, Tobacco 10-Year Plan: 18 – 75 15-Year Plan: 18 – 70 20-Year Plan: 18 – 65 (18 – 63 for Tobacco) 25-Year Plan: 18 – 55 (18 – 52 for Tobacco) 30-Year Plan: 18 – 55 (18 – 43 for Tobacco) Lifetime Plan: 18 – 85 (18 – 75 for Select Preferred)	18 – 75 Select Preferred 18 – 85 Preferred 0 – 85 Non-Tobacco 18 – 75 Preferred Tobacco 18 – 85 Tobacco	18 – 75 Select Preferred 18 – 75 Preferred 0 – 75 Non-Tobacco 18 – 75 Preferred Tobacco 15 – 75 Tobacco	18 – 75 Select Preferred 18 – 75 Preferred 0 – 75 Non-Tobacco 18 – 75 Preferred Tobacco 18 – 75 Tobacco	18 – 75 Select Preferred 18 – 85 Preferred 0 – 85 Non-Tobacco 18 – 75 Preferred Tobacco 15 – 85 Tobacco	20 – 85 Preferred 20 – 85 Non-Tobacco 20 – 85 Tobacco	Standard Non-Tobacco and Standard Tobacco classes available; Product based on Joint Equal Age; Individual issue ages can be 25-85 (Age Nearest) as long as JEA is: - 10 Year: 50 – 75 - 20 Year: 40 – 65 - 30 Year: 25 – 50	18 – 75 Select Preferred 18 – 80 Preferred 0 – 80 Non-Tobacco 18 – 80 Preferred Tobacco 18 – 80 Tobacco	0 – 85 Non-Tobacco 15 – 85 Tobacco
<b>Product Features</b>	<ul style="list-style-type: none"> <li>Affordable rates</li> <li>Built-in lapse protection can guarantee death benefit coverage up to the lifetime of the insured</li> <li>No stated maturity age. Premiums and charges discontinue at attained age 121</li> <li>Evidence-free exchange option for first 20 years up to age 70</li> <li>Flexible options at end of initial level benefit period (10, 15, 20, 25 and 30-year options only)</li> <li>Terminal Illness Accelerated Death Benefit included</li> </ul>	<ul style="list-style-type: none"> <li>Guaranteed interest rate of 2.5%</li> <li>Built-in lapse protection can guarantee death benefit coverage up to the lifetime of the insured</li> <li>No stated maturity age. Premiums and charges discontinue at attained age 121</li> <li>24-month rolling target premiums</li> <li>Single premium/1035 option to age 110</li> <li>Terminal Illness Accelerated Death Benefit included</li> </ul>	<ul style="list-style-type: none"> <li>Upside potential based on positive performance of S&amp;P 500 Index (subject to cap)</li> <li>Zero percent floor rate means downside protection even if the S&amp;P 500 performs negatively</li> <li>Built-in lapse protection can guarantee death benefit coverage up to the lifetime of the insured</li> <li>24-month rolling target premiums</li> <li>Built-in Options: <ul style="list-style-type: none"> <li>Terminal Illness Accelerated Death Benefit</li> <li>Overloan Protection Benefit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Built-in lapse protection can guarantee death benefit coverage up to age 100 of the insured</li> <li>Uncapped cash-value accumulation potential</li> <li>Broad array of highly-rated, quality investment options and available programs</li> <li>Built-in Options: <ul style="list-style-type: none"> <li>Terminal Illness/Accelerated Death Benefit</li> <li>Overloan Protection Benefit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Available for premium financing program</li> <li>1035 loan rescue provision</li> <li>Guideline Premium Test or Cash Value Accumulation Test</li> <li>Lapse protection can guarantee death benefit coverage between 10 and 15 years</li> <li>Terminal Illness Accelerated Death Benefit included</li> </ul>	<ul style="list-style-type: none"> <li>Built-in Options: <ul style="list-style-type: none"> <li>Estate Protection Endorsement (L601)</li> <li>Split Option Endorsement (L623 6-09)</li> <li>Terminal Illness Accelerated Death Benefit</li> <li>“Dial-a-guarantee” feature</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Guaranteed, level premiums for initial period</li> <li>Conversion option available</li> <li>Policy terminates at policy anniversary immediately following JEA 95</li> <li>Built-in Options: <ul style="list-style-type: none"> <li>BenefitGuard™ Endorsement (L620 7-08)</li> <li>Terminal Illness Accelerated Death Benefit</li> <li>Lapse protection guarantees death benefit coverage for up to 15 years</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Long-term cash value accumulation potential</li> <li>Broad array of investment options available</li> <li>Built-in Options: <ul style="list-style-type: none"> <li>BenefitGuard™ Endorsement (L620 7-08)</li> <li>Terminal Illness Accelerated Death Benefit</li> <li>Lapse protection guarantees death benefit coverage for up to 15 years</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Provides an “instant ratchet” death benefit</li> <li>Long-term cash value accumulation potential</li> <li>Broad array of investment options available</li> <li>Built-in Options: <ul style="list-style-type: none"> <li>Nursing Home/Terminal Illness Waiver</li> <li>Policy Value Credit (VUL-E4)</li> </ul> </li> </ul>
<b>Market Applications</b>	<ul style="list-style-type: none"> <li>Affordable death benefit protection with flexible policy features</li> </ul>	<ul style="list-style-type: none"> <li>Affordable lifetime death benefit protection with flexibility and potential cash-value accumulation</li> </ul>	<ul style="list-style-type: none"> <li>Affordable lifetime death benefit protection with flexibility and potential for cash-value accumulation based on positive performance of the S&amp;P 500 Index</li> </ul>	<ul style="list-style-type: none"> <li>Lapse protection with potential uncapped cash-value accumulation without risk to the death benefit; conservative to moderate growth investment strategy without need for a fixed account offering a guaranteed interest rate</li> </ul>	<ul style="list-style-type: none"> <li>Low-cost death benefit protection with maximum flexibility</li> </ul>	<ul style="list-style-type: none"> <li>Competitive guaranteed premiums</li> <li>Estate planning</li> <li>Wealth preservation</li> </ul>	<ul style="list-style-type: none"> <li>Cost of last survivor term policy lower than purchasing two separate term policies</li> <li>Can help offset Federal estate tax</li> <li>Estate planning</li> <li>Wealth Preservation</li> </ul>	<ul style="list-style-type: none"> <li>Death benefit protection with cash-value accumulation potential and flexible policy features</li> </ul>	<ul style="list-style-type: none"> <li>Death benefit protection with long-term investment potential</li> <li>Ideal for long-term financial needs such as wealth transfer and estate considerations.</li> </ul>
<b>Optional Endorsements and Riders</b>	ADB, CTR, DBR, ECR, IPO ExtendCare only available with the Lifetime Plan	ADB, CTR, DBR, ECR, IPO	ADB, CTR, DBR, ECR, IPO	ADB, CTR, DBR, ECR, IPO	ADB, CIR, CIADB, CTR, DBR, DBPR, ECSV, IPO, PIR, ROSCO	N/A	N/A	ADB, CTR, CIR, DBR, GIRs, FCR, LPER, PIR	LPR, LTC

## Endorsements and Riders

Accidental Death Benefit Rider (L503)	ADB
Children’s Term Rider (L502, L502v2)	CTR
Chronic Illness Accelerated Death Benefit Rider (L624)	CIADB
Covered Insured Rider (L554)	CIR
Death Benefit Plus Rider (L614)	DBPR
Disability Benefit Rider (L507, L572 & L574)	DBR
Enhanced Cash Surrender Value Rider (L622)	ECSV
ExtendCare Rider (ICC12-L630/L630)	ECR

Flexible Coverage Rider (L588)	FCR
Guaranteed Insurability Riders (L543 & L545)	GIRs
Income Provider Option Endorsement (UL-E35)	IPO
Lapse Protection Extension Rider (L606)	LPER
Lapse Protection Rider (L603)	LPR
Long-Term Care Accelerated Death Benefit Rider (L575)	LTC
Protected Insurability Rider (L530)	PIR
Return of Substandard Charges Option Rider (L625)	ROSCO

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 payment 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.

Some optional endorsements and riders available at additional cost. Actual terms and conditions contained in each endorsement and rider govern all benefits provided; assumes medical and financial underwriting qualifications at time of initial application. Policy form numbers, product features and availability may vary by state.