

# PRODUCT UPDATE

## AG ROP Select-a-Term®

### *New endowment feature and pricing enhance competitive position*

The industry's long-time leader in return of premium insurance – American General Life Companies (American General) – announces a competitive redesign and substantial rate reduction on its level premium endowment term product, AG ROP Select-a-Term, issued by American General Life Insurance Company and The United States Life Insurance Company in the City of New York.

The pricing changes improve our competitive position significantly across the board. Consider these sample prices:

#### Male, Preferred Plus Non Tobacco, 30-year term

Issue Age	Face Amount	Old Premium	New Premium	Percentage Reduced
35	250,000	610.00	562.50	- 7.8%
40	250,000	842.50	765.00	- 9.2%
45	250,000	1,232.50	1,162.50	- 5.7%
35	500,000	1,040.00	910.00	- 12.5%
40	500,000	1,505.00	1,285.00	- 14.6%
45	500,000	2,295.00	2,050.00	- 10.7%

#### Female, Preferred Plus Non Tobacco, 30-year term

Issue Age	Face Amount	Old Premium	New Premium	Percentage Reduced
35	250,000	535.00	490.00	- 8.4%
40	250,000	772.50	647.50	- 16.2%
45	250,000	1,102.50	892.50	- 19.0%
35	500,000	890.00	790.00	- 11.2%
40	500,000	1,365.00	1,150.00	- 15.8%
45	500,000	2,030.00	1,625.00	- 20.0%

These are sample rate reductions. The new rates are lower than the old in many, but not all, instances.

Premium rates current as of April 26, 2010; rates may vary by state. Premiums available for other rate classes, ages and payment plans. Premium charges depend on evidence of insurability. Premiums increase at the end of the guaranteed term if policy is renewed. Death benefit remains level.

#### Product Highlights

**The new AG ROP Select-a-Term still offers a choice of 35 guaranteed level term durations\* to meet a variety of family and small business needs. It also now features an expanded range options for policyholders.**

- A new endowment feature\*\* allows policyholders to continue coverage beyond the level premium period and continue to build cash value by paying increasing annual premiums. At the policy anniversary nearest the insured's 95th birthday, the policy will endow for the full face amount if the insured is still living.
- At the end of the level premium period, policyholders can surrender the policy for cash value, which is guaranteed to equal cumulative base premiums paid (less any outstanding loans).

Continued on the next page

- Policyholders may stop paying premiums during the level premium period, resulting in a reduced paid-up policy that will endow for the reduced face value at the policy anniversary nearest the insured's 95th birthday.
- Conversion is available to permanent life insurance at any time during the level premium period, prior to age 70.
- We will communicate proactively with policy owners to provide ample opportunity to understand and evaluate their options prior to the end of the level term period

## Transition Rules

- Applications received **prior to April 26, 2010 and still pending** will automatically receive the old product rates and features unless the new version is specifically requested.
- Applications received **in the Home Office starting April 26, 2010 and before June 1, 2010** will receive the new product rates and features, if approved in the state of issue, unless the old version is specifically requested. Applications where the old product is desired must clearly request ROP 2009.
- ROP applications received **June 1, 2010 or later** will automatically receive the new ROP product if approved in the state of issue.
- States that approve the new 2010 product subsequent to the launch date will receive a minimum transition period of 30 days during which either the old or new product can be issued.
- Requests to reissue or replace recently issued cases for the purpose of obtaining lower rates **will not** be honored.

## State Approvals

As of April 26, 2010, the new rates for AG ROP Select-a-Term are approved in all states except: CT, HI, MN, MS, MO, NJ, NV, VA, WA.

## Illustrations

AG ROP Select-a-Term is now available on WinFlex and eConnections for approved states through an Internet update on April 26, 2010. The new rates are also available on third-party quote engines.

## Rapid Rater

Instant rate quotes for all classes and durations are available on our updated, web-based [Rapid Rater](#). The new Rapid Rater provides quotes, term product comparisons and internal rate of return calculations all without a password login.

## Marketing Materials

Marketing materials are available for immediate download through Forms Depot; in addition, materials are warehoused and available to order beginning April 26, 2010.

AG ROP Select-a-Term Producer Guide	AGLC104158
AG ROP Select-a-Term Consumer Guide	AGLC104180
AG ROP Select-a-Term Rate Book (available as PDF only)	AGLC104181
AG ROP Select-a-Term Competitive Price Comparison Flyer (available as PDF only)	AGLC104246

## Promotional Materials

We offer you a range of promotional pieces to help you promote the new AG ROP Select-a-Term to the producers in your downline. They contain a customizable area for your contact information, and are available for download at [eStation](#), our secure Web site for producers. Stay tuned to our weekly Fast Track newsletter for notice of additional promotional materials as they become available.

Continued on the next page

## Why American General?

Long-term guarantees, top compensation, and a highly competitive suite of low-cost, pure protection products make American General the compelling choice for your business. And our new lower rates make it more competitive than ever. We appreciate your business and the trust you continue to place in American General. Please call contact your regional sales team, or call or national marketing support desk at 800-677-3311 with any questions.

\* 31-35 year durations not available in all states.

\*\* AG ROP Select-a-Term accumulates a cash value that starts no later than the fifth policy year. At the end of the level premium period, the cash value of the in-force policy equals the total of cumulative premiums paid, less any charges for substandard ratings and riders. If the client surrenders the policy, this amount is paid out, minus any outstanding loan balance. Alternatively, the same amount may be rolled into a permanent plan of insurance should the insured be eligible for and choose to exercise the conversion option. Coverage may also be continued beyond the level premium period by payment of increasing annual premiums, and the policy will continue to build cash value until the policy anniversary nearest the insured's 95th birthday when the cash value will equal the face amount of the policy. The cash value, minus any outstanding loan balance, will then be distributed as the endowment benefit if the policy is in-force and the insured is then living. The cash value and endowment benefit are subject to all terms and conditions detailed in the policy.

Policies issued by:

**American General Life Insurance Company**, 2727-A Allen Parkway, Houston, Texas 77019  
AG ROP Select-a-Term Policy Form Number 10001

**The United States Life Insurance Company in The City of New York**, 70 Pine Street, New York, New York, 10270  
AG ROP Select-a-term Policy Form Number 10001N

The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life Insurance Company (AGL) and The United States Life Insurance Company in The City of New York (USL) are the issuing insurer's responsibility. USL is authorized to conduct business in New York. Policies and riders not available in all states. Guarantees are subject to the claims-paying ability of the issuing insurance company. **Important:** prior to soliciting business, be certain that you are appropriately licensed and appointed with the insurer and that the product has been approved for sale by the insurer in that state. If uncertain, contact your American General Life Companies representative for assistance.

These product specifications are not intended to be all-inclusive of product information. State variations may apply. Please refer to the policy for complete details.