

BULLETIN

A Communication from the Life Insurance Division

DATE: April 9, 2010
TO: Insurance Professionals, Management, Office Administrators and Technical Staff
SUBJECT: **Discontinuance of Pacific Select Exec IV (SE IV)**

Category	
<input checked="" type="checkbox"/>	Administration
<input type="checkbox"/>	Compliance
<input type="checkbox"/>	Marketing
<input type="checkbox"/>	Product
<input type="checkbox"/>	Risk Selection
<input type="checkbox"/>	Miscellaneous

Very shortly, SE IV will be replaced by a new variable life insurance product currently under development. Due to SEC filing regulations, we cannot continue to sell SE IV once the new product is introduced, which is currently expected to occur May 1, 2010 in most states. **Therefore, if your client wants to purchase SE IV, the requirements below must be satisfied.**

The new product will be competitively priced and will have all the attractive features you are used to with SE IV – plus an exciting new feature. Details of the new product will be available as part of the product introduction.

Administrative Notes	
Solicitation for SE IV must occur on or before:	April 30, 2010
Applications for SE IV must be signed and dated on or before:	April 30, 2010
Signed SE IV applications must be received in the Home Office by:	May 14, 2010
Note: If any of the above are not met, the SE IV policy will not be issued and a new application and illustration for the new replacement product will be required. Additional requirements may apply.	
Add-ons to existing cases: The new replacement product for SE IV must be used for add-ons to existing cases.	Starting: May 1, 2010

The above dates assume that the new replacement product has been approved in all states and SEC registration is complete. If a state has not approved the replacement product or the SEC registration is not complete by May 1, 2010, then applications for SE IV will continue to be accepted but must be signed on or before the state approval date or the SEC registration is completed, whichever is later, and submitted to the Home Office within 2 weeks.

Resource and Contact Information

Pacific Select Exec IV Rates & Values Book
Your Pacific Life Representative, New Business Services Team Supervisor or Case Owner
http://Lifeline.PacificLife.com

¹Policy Form #P08SE4



For Insurance Professional Use Only. Not For Use With The Public.

Pacific Life Insurance Company is licensed to issue individual life insurance and annuity products in all states except New York. Product availability and features may vary by state.