

DATE: July 24, 2009

BLUE MEMO No.: LI-09-32

TO: Field Associates and Home Office Distribution

DISCARD AFTER: Indefinitely

RE: Excel Secondary Guarantee SUL Closing

PRODUCT AREA(s): Individual Life Products

Summary: Ameritas Life Insurance Corp. announces the closing of Excel Secondary Guarantee Survivor UL (SUL) to new business effective September 1, 2009.

At UNIFI Companies, we are dedicated to creating maximum value for our field partners and clients through a combination of financial strength, service and product performance. Like other insurance carriers, UNIFI Companies has been challenged by today's unprecedented economic climate. Now more than ever, it is essential that we provide quality products that we can stand behind, and offer fair value for both clients and producers. With these principles in mind, as previously communicated, we have made the following product decision in our individual life product portfolio.

Effective September 1, 2009, Excel Secondary Guarantee SUL issued by Ameritas Life Insurance Corp. (Ameritas Life) and The Union Central Life Insurance Company (Union Central) will be closed, and will no longer be offered or issued in states that have approved the new Excel LifeValue SUL product issued by Acacia Life Insurance Company and Union Central. **All Excel Secondary Guarantee SUL applications must be received by the Home Office by August 31, 2009 for approved states.** For the states that have not approved the new Excel LifeValue SUL product, Excel Secondary Guarantee Survivor UL will close 30 days after the state approval date.

UNIFI Companies began offering secondary guarantee products with the knowledge that if the products were successful, additional capital would be needed to maintain sales. The economic downturn shortened the window we had to support the product without a capital solution.

The closing of our secondary guarantee products frees up capital to invest in alternative product solutions such as whole life product enhancements and a new current assumption survivor product. Be sure to contact the UNIFI Companies Sales Support Team and review the cost and value-added advantages of our enhancements to the individual life product portfolio. UNIFI Companies continues to offer a diversity of alternative value-added and competitive product solutions for your clients' needs. You are critical to our success, and we look forward to continuing to provide you and your clients with competitive products and services.

Current economic conditions have likely resulted in your clients having more questions about their insurance purchase. As always, it is important to ensure that you provide the financial advice and leadership to your clients in choosing the best long-term solution for their needs. For assistance in utilizing the advantages of the UNIFI Companies life product portfolio and tailoring products to your clients' needs, call your **UNIFI Companies Sales Support Team at 800-319-6903.**

Excel Secondary Guarantee Survivor UL (Form 3365) is issued by Ameritas Life Insurance Corp. in approved states and by The Union Central Life Insurance Company (Form UC 8711) in New York. Excel LifeValue Survivor UL (Form 7005) is issued by Acacia Life Insurance Company in approved states, and by The Union Central Life Insurance Company (Form 8714) in Alaska, Maine and New York. Policy and riders may vary and may not be available in all states. Each UNIFI company is solely responsible for its own financial condition and contractual obligations.

Transition Guidelines for Excel LifeValue Survivor UL (SUL)

Please note: Effective **September 1, 2009**, Excel Secondary Guarantee Survivor UL (SUL) issued by Ameritas Life Insurance Corp. (Ameritas Life) and The Union Central Life Insurance Company (Union Central) will be closed, and will no longer be offered or issued in states that have approved the new Excel LifeValue SUL product issued by Acacia Life Insurance Company and Union Central. All Excel Secondary Guarantee SUL applications must be received by the Home Office by August 31, 2009 for approved states. For the states that have not approved the new Excel LifeValue SUL product, Excel Secondary Guarantee Survivor UL will close 30 days after the state approval date.

The existing internal replacement guidelines of the original issuing company (Ameritas Life or Union Central) will apply when replacing a policy with a new Excel LifeValue SUL policy, available for issue starting August 24, 2009.

If you have recently delivered a policy and would like to exchange it for the new product:

Within 90 days of Underwriting Approval (with or without money)

- These cases will be handled as requests for re-issues and will require the following:
 - *Complete a new application (except for policies issued in New York)*
 - *Policy must be returned along with a cover memo requesting the re-issue*
 - *Complete a "Good Health Statement"*
 - *A check in the amount of the first modal premium*
 - *Satisfy all Underwriting requirements*

Greater than 90 days after Underwriting Approval (with money)

- These cases will be handled as requests for replacements and will require the following:
 - *Policy must be returned along with a cover memo requesting the exchange*
 - *Complete a new application*
 - *Complete a new Non-Medical*
 - *Complete "Notice Regarding Replacement of Life Insurance"*
 - *Complete "Internal & External Replacement Form"*
 - *Complete "Exchange of Life Insurance Under Internal Revenue Code 1035" form*
 - *Attach a check in the amount of the first modal premium*
 - *Satisfy all Underwriting requirements*

Greater than 90 days after Underwriting Approval (without money)

- *Complete a new application*
- *Complete a new Non-Medical*
- *Attach a check in the amount of the first modal premium*
- *Satisfy all Underwriting requirements*

Cases that have been Facultatively reinsured will be handled case by case by the underwriter.

Call your UNIFI Companies Sales Support Team at 800-319-6903 for more information on the transition guidelines.

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