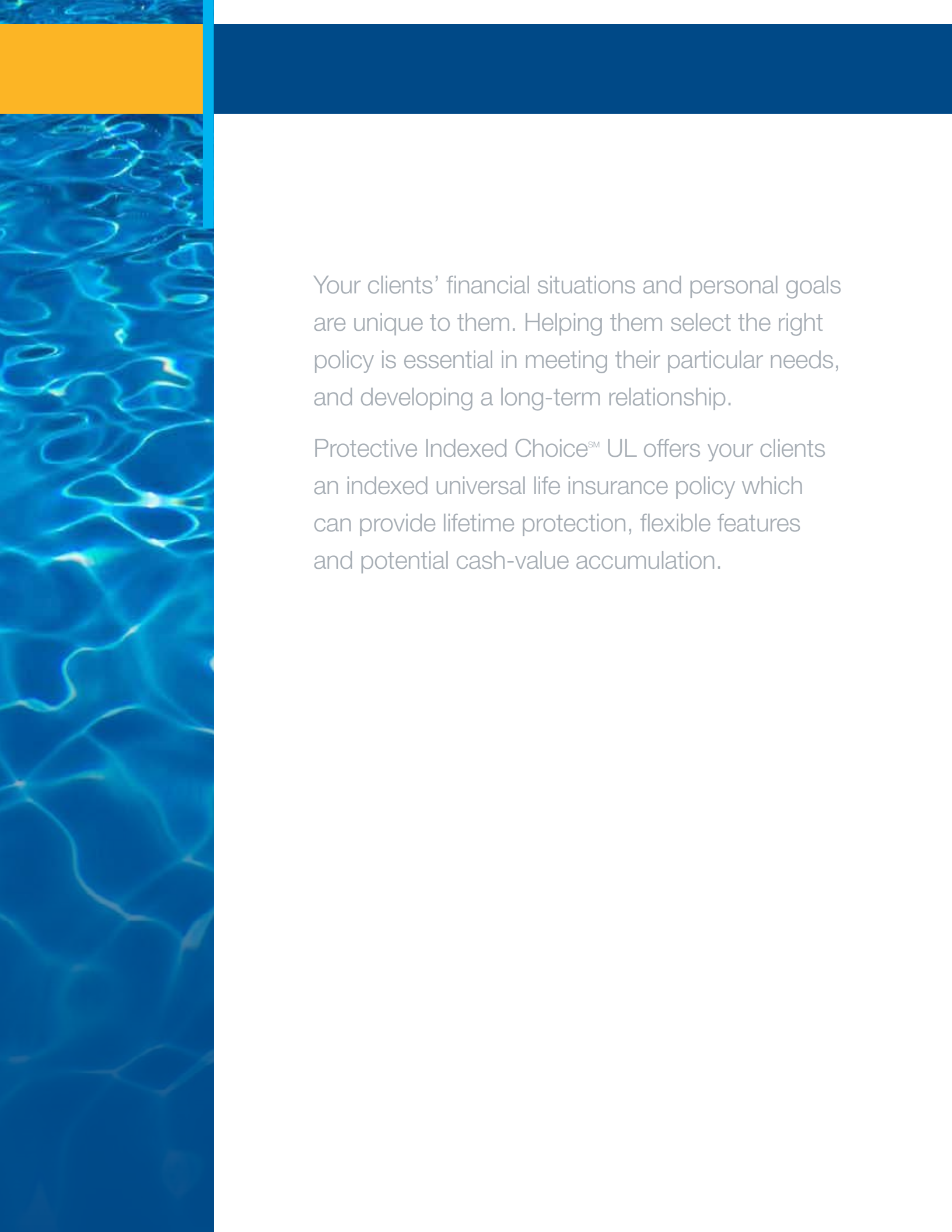


Protective
Indexed ChoiceSM UL
Indexed Universal Life Insurance

Producer Guide



Your clients' financial situations and personal goals are unique to them. Helping them select the right policy is essential in meeting their particular needs, and developing a long-term relationship.

Protective Indexed ChoiceSM UL offers your clients an indexed universal life insurance policy which can provide lifetime protection, flexible features and potential cash-value accumulation.

Policy Specifications

Product Design	Flexible premium, indexed universal life insurance for clients desiring affordable lifetime coverage with potential cash-value accumulation.
Issue Ages & Risk Classes	18 – 75 Select Preferred 18 – 75 Preferred 0 – 75 Non-Tobacco 18 – 75* Preferred Tobacco 18 – 75* Tobacco
* In California and Florida maximum issue age is 64 for Preferred Tobacco and Tobacco.	
Minimum Face Amount	\$100,000
Death Benefit Test	Cash Value Accumulation Test (CVAT) only
Death Benefit Options	Option A (Level) only
Interest Accounts and Premium Payments	<p>Fixed Account, Indexed Account or both.</p> <p>All premiums received will initially be allocated to the Fixed Account where they earn interest until the 15th of the month. At that time, the premium amount will be allocated to the Indexed Account according to the selected allocation percentage.</p> <p>The Fixed Account interest rate is guaranteed never to be below 1%. The current credited rate could be higher and is subject to change at the discretion of Protective Life.</p> <p>The Indexed Account earns interest based on a guaranteed 100% participation rate in the S&P 500 Index (excluding dividends). It has a guaranteed cap rate of 3% and a floor rate of 0%. The current cap rate could be higher and is subject to change at the discretion of Protective Life. See The Indexed Account section for more detailed information.</p>
Total Policy Value	The total policy value equals the sum of the Fixed account value and the Indexed Account value.
Monthly Deductions	Monthly deductions are taken from the total policy value by charging the Fixed Account and each indexed segment in the same proportion that each bears to the total policy value. This deduction method could be advantageous because the client is not required to hold a minimum amount of funds in the Fixed Account for the sole purpose of deducting charges.
Maturity Age	No stated maturity age. Premiums and charges discontinue at attained age 121.
Illustrations	A signed illustration is required.
1035 Exchange	1035 exchanges are allowed and a premium load will be applied to all premiums. 1035 loan carryovers are not allowed.

The Indexed Account

Indexed Segments	When a premium payment is allocated to the Indexed Account, an indexed segment is created. Indexed segments are created on the 15th of each month, and there may be 12 different segments in different stages of maturity at any given time.
Indexed Crediting Strategy	Annual point-to-point; Each indexed segment will accrue interest based on the percentage change in the S&P 500 value on the 15th of the prior year to the index value on the 15th of the current year. Interest is applied to each segment at the segment's indexed crediting date which occurs one year after the allocation date.
Credited Interest Rate Calculation	The interest rate credited to an indexed segment is subject to interest cap and floor rates and equals: $100\% \text{ Participation Rate} \times \left(\frac{\text{S\&P 500 Value End of Segment Year} - \text{S\&P 500 Value Beginning of Segment Year}}{\text{S\&P 500 Value Beginning of Segment Year}} \right)$
Participation Rate	A 100% participation rate is guaranteed, subject to the policy's cap rate. The participation rate determines what percentage of the S&P 500's increase applies to your client's policy as interest.
Cap Rate	The minimum guaranteed cap rate is 3%. The policy cap rate is the maximum interest rate that can be credited to a segment. The Indexed Account value is credited with an interest rate equal to any percentage increase in the S&P 500 (excluding dividends) during the indexed segment year, up to the specified current cap rate.
Floor Rate	The guaranteed floor rate is 0%. Your client's policy will never lose value due to negative S&P 500 performance during that year. Policy charges and fees will continue to be withdrawn from the policy value though.
Total Indexed Account Value	The total Indexed Account value is the sum of all indexed segments.

Access to Policy Value

Loan Details	Loans are indexed (participating) loans. The loaned value receives the same indexed crediting rate as the unloaned policy value.
Loan Interest	Guaranteed maximum of 8% in arrears for all policy years. The current rate is subject to change at the discretion of Protective Life.
Surrender Charges	<ul style="list-style-type: none"> - Full surrender may be made after the policy has been in force for at least one year. - There is a declining surrender charge in the first 14 years of the policy. - On a face decrease resulting from an elected decrease or the result of a partial surrender, a partial surrender charge will be deducted from the policy value. It is calculated as follows: <ol style="list-style-type: none"> 1. Calculate the total full-surrender charge (<i>net of any prior partial surrender charges</i>). 2. Divide the face amount reduction by the total policy face amount prior to decrease. 3. The partial surrender charge is equal to the result of step two times the result of step one. - After a face decrease, future surrender charges will be reduced proportionately by the amount of surrender charges already deducted.
Withdrawals/Partial Surrenders	<p>Any surrender less than full surrender is considered a withdrawal or partial surrender.</p> <ul style="list-style-type: none"> - May reduce the face amount and affect policy accumulation - Cannot reduce the face amount below minimum face amount - May have a negative impact on the duration of the lapse protection - Taxation may occur upon lapse or surrender - A \$25 fee will be charged for each partial surrender
Overloan Protection Endorsement	<p>The policy will not lapse and the death benefit will be at least \$10,000 as long as:</p> <ul style="list-style-type: none"> - The policy has been in force for at least 20 years - The insured is at least 65 years old - Withdrawals equal the total premiums paid - The policy debt is at least 95% of the cash value - The policy debt exceeds the policy face amount - Accelerated benefits have not been received under any riders or endorsements - Monthly deductions or premiums are not being credited or waived under any riders or endorsements - Invoking this benefit does not result in a death benefit not compliant with our reasonable interpretation of the Internal Revenue Code - The policy is not a modified endowment contract (MEC) - A fee of up to 5% of the policy value will be charged when the endorsement is invoked

Cost & Expense Summary

Premium Load	Guaranteed – 8%* Current – 8% years 1 – 10, 4% thereafter
* In California and Florida, guaranteed premium load is 8% in years 1 – 10 and 25% thereafter	
Monthly Administrative Charge	\$9 – applies to all years. Discontinued after attained age 121.
Monthly Expense Charge	Per \$1,000 of initial face amount. Varies by age, gender and underwriting class. Applies to policy years 1 – 5.
Monthly Cost of Insurance Charge	Varies by issue age, gender, underwriting class, policy year and any ratings. Discontinued at age 121.
Withdrawal/Partial Surrender Charge	\$25

Optional Endorsements and Riders

Accidental Death Benefit Rider	Can provide coverage that pays an additional death benefit if the insured dies as the result of an accident.
Children's Term Life Insurance Rider	Rather than purchasing individual policies on their children, the policy owner can use this rider to provide death benefit protection for all natural, adopted and stepchildren within issue age limits.
Disability Benefit Rider	A monthly benefit amount can be credited to the policy if the insured faces the hardship of total disability.
ExtendCare Rider	Advances a portion of the base policy's death benefit if the insured is certified by a licensed health care practitioner within the past 12 months as chronically ill. Please note the ExtendCare Rider is not available in California.
Income Provider Option	Optional endorsement which allows the policy owner to select a guaranteed monthly or annual income stream for the death benefit payout.
Terminal Illness/ Accelerated Death Benefit	Included at no extra charge, this benefit can accelerate up to 60% of the policy's death benefit, or \$1 million, whichever is less.

Lapse Protection

Lapse Protection Endorsement

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.

Policy Lapses

Grace Period

If on any monthly anniversary, the cash value minus the policy debt is insufficient to pay the monthly deduction for the upcoming month and the lapse protection is not in effect, the policy will enter the grace period. The policy owner has 61 days to cover the current and past due monthly deductions. The policy will remain in force during the grace period, but if the premium payment is not received by the end of the grace period, the policy will lapse. Premiums received 31 days or more past the due date will also incur an interest rate penalty.

Catch-Up

If lapse protection is lost, your clients may restore it by paying additional or higher premiums. The premiums required to restore lapse protection may be significantly higher than the premiums illustrated.

Policy Changes

Increase Coverage

The minimum face amount increase allowed is \$25,000 and proof of insurability will be required.

Decrease Coverage

After the policy has been in force for at least three years, a decrease may be requested. The new face amount may not be less than the minimum face amount. A withdrawal/partial surrender charge will be deducted with any face amount decrease.

Policy Owner Information

Annual Report

A personalized report is sent after each policy anniversary. The report shows: the status of the Lapse Protection Account, premium payments, interest credits, cost of insurance charges, expense charges, loans, partial surrenders, surrender value, and policy value.

The Policy

Including the policy form and all endorsements, will provide information regarding benefits provided, premium payments, charges, determination of values, the Lapse Protection Endorsement, and other provisions and charges.

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. 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, any of their respective affiliates (collectively, “S&P Dow Jones Indices”). S&P Dow Jones Indices makes no representation or warranty, express or implied, to the owners of the Protective Indexed Choice UL or any member of the public regarding the advisability of investing in securities generally or in The Protective Indexed Choice UL particularly or the ability of the S&P 500 Index to track general market performance. S&P Dow Jones Indices’ only relationship to Protective Life with respect to the S&P 500 Index is the licensing of the Index and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices or its licensors. The S&P 500 Index is determined, composed and calculated by S&P Dow Jones Indices without regard to Protective Life or the Protective Indexed Choice UL. S&P Dow Jones Indices have no obligation to take the needs of Protective Life or the owners of the Protective Indexed Choice UL into consideration in determining, composing or calculating the S&P 500 Index. S&P Dow Jones Indices is not responsible for and has not participated in the determination of the prices, and amount of the Protective Indexed Choice UL or the timing of the issuance or sale of the Protective Indexed Choice UL or in the determination or calculation of the equation by which the Protective Indexed Choice UL is to be converted into cash, surrendered or redeemed, as the case may be. S&P Dow Jones Indices has no obligation or liability in connection with the administration, marketing or trading of The Protective Indexed Choice UL. There is no assurance that investment products based on the S&P 500 Index will accurately track index performance or provide positive investment returns. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by S&P Dow Jones Indices to buy, sell, or hold such security, nor is it considered to be investment advice. Notwithstanding the foregoing, CME Group Inc. and its affiliates may independently issue and/or sponsor financial products unrelated to The Protective Indexed Choice UL currently being issued by Protective Life, but which may be similar to and competitive with The Protective Indexed Choice UL. In addition, CME Group Inc. and its affiliates may trade financial products which are linked to the performance of the S&P 500 Index.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE S&P 500 INDEX OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY PROTECTIVE LIFE, OWNERS OF THE PROTECTIVE INDEXED CHOICE UL, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE S&P 500 INDEX OR WITH RESPECT TO ANY DATA RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR ARRANGEMENTS BETWEEN S&P DOW JONES INDICES AND PROTECTIVE LIFE, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

Protective Indexed Choice UL (UL-23) is a flexible premium universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. 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. **Protective Indexed Choice UL is not a security investment and is not an investment in the market. Your insurance professional can provide you with costs and complete details about the terms, conditions, limitations or exclusions that apply to this policy.**

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 payments and all guarantees are subject to the claims paying ability of Protective Life Insurance Company.



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