

## Are your employees counting on you to help meet their life insurance needs?



Your employees count on you for most of their benefits – including life insurance. In fact, the workplace is now the primary way people obtain and/or purchase life insurance.<sup>1</sup>

With today's underinsurance gap and the number of baby-boomers approaching retirement age, employers need solutions for an age-diverse employee population. But adding employer-paid coverage may not be the answer. Employees need personal life insurance coverage.

Colonial Life's personal life insurance products offer an easy answer for you and your employees to help fill the life insurance gap. Colonial Life offers a variety of employee-paid voluntary cash value life and term life insurance products through the convenience of payroll deduction. And unlike traditional group coverage, employees can take this coverage with them if their employment changes.

### Personal Life Insurance Can Help Add Security at Any Stage

Getting married ... having children ... change in financial circumstances ... planning for retirement .... Like most employers, you probably have employees in a variety of life stages. Having the opportunity to reassess their life insurance needs is important to ensure employees have sufficient coverage as their needs change.

**Cash value life insurance:** Employees need personally owned cash value life insurance as the anchor of their life insurance protection. Relying only on benefits through their workplace is risky, and the younger they are when they purchase cash value life insurance, the more affordable it is.

**Term life insurance:** These voluntary products offer higher coverage amounts at lower premiums for life stages where coverage needs are greater. Mortgage payments, child care, saving toward retirement, children's college expenses – term life insurance can help families cover these life stages when financial demands are high in the event of a premature death.

**Other options:** Colonial Life also offers additional life insurance choices through optional riders available at an additional cost with voluntary products. These optional riders offer an affordable way to expand life insurance coverage for specific needs and for immediate family members.

- *56 percent of married parents believe their current life insurance coverage is inadequate.*<sup>2</sup>
- *1 in 3 insured adults have only group life insurance obtained at work (leaving them vulnerable if they retire or change jobs). Adults with only group coverage carry the lowest amounts of life insurance.*<sup>2</sup>
- *Baby boomer households account for approximately 48% of U.S. families.*<sup>3</sup>

## Help Your Employees Bridge the Gap

With Colonial Life's voluntary life insurance portfolio, you can help your employees get the financial protection they need for their stage in life without hurting your organization's bottom line.

	WHOLE LIFE	UNIVERSAL LIFE	TERM LIFE	GROUP TERM LIFE
<b>Issue Ages</b>	Paid-Up at 65 Plan: 16 - 55 Paid-Up at 95 Plan: 16 - 70	0 - 75 (65 in WA)	15 - 75 (70 in WA)	0 - 99
<b>Coverage Options</b>	\$5,000 to \$50,000	\$5,000 to unlimited, based on underwriting	\$10,000 to unlimited, based on underwriting	\$10,000 to 5 times salary (\$500,000 maximum)
<b>Premiums</b>	Guaranteed level	Flexible	Guaranteed level	Step-rated in 5-year age bands
<b>Underwriting</b>	<b>Standard issue</b> for specified face amounts	<b>Standard issue</b> for specified face amounts	<b>Simplified issue</b> for specified face amounts	<b>Guaranteed issue</b> based on participation for organizations with 50+ eligible employees
<b>Dependent Coverage</b>	Spouse Child (rider only)	Spouse Child	Spouse Child (rider only)	Spouse (rider only) Child (rider only)
<b>Portability</b>	Complete portability	Complete portability	Complete portability	Portable, with employer option of proof of good health
<b>Key Features</b>	Guaranteed level death benefit and premiums  Guaranteed cash values	Adjustable death benefit and flexible premiums  Cash value accumulation at guaranteed credited interest rate of 4%	Guaranteed level death benefit and premiums for selected term  Convertible to cash value plan to age 75 without proof of good health	Guaranteed level death benefit  Convertible to cash value plan
<b>Other Key Built-in Features</b>	Cash Draft Advance  Guaranteed Purchase Option	Accelerated Death Benefit	Accelerated Death Benefit  Annually renewable (to age 95) with guaranteed rates	Accelerated Death Benefit  Survivor Financial Counseling Service <sup>4</sup>

*Not a complete description of benefits. Ask your Colonial Life benefits representative for complete details.*

## Making life insurance count

As a concerned employer, you want to offer the protection your employees need without hurting your bottom line. You also need a strong benefits program to attract and keep top talent – today more than ever.

With Colonial Life's personal life insurance plans – combined with our benefits counseling and enrollment expertise – you can offer that protection and enhance your overall benefits program. Talk to your Colonial Life benefits representative or visit [coloniallife.com](http://coloniallife.com) to find out more about making benefits count for you and your valued employees.

<sup>1</sup>LIMRA, "Group Life Insurance Annual Review 2005," May 2006

<sup>2</sup>Facts about Life, LIMRA International, 2007

<sup>3</sup>MetLife Mature Market Institute, 2007

<sup>4</sup>Survivor Financial Counseling Service is provided exclusively by The Ayco Company, L.P., a Goldman Sachs Company. This service is subject to availability and may be withdrawn by Colonial Life without prior notice.

**68 million  
Americans have no  
life insurance, and those  
with coverage have far less  
than most experts recommend  
to ensure a secure financial  
future for their families.**

*Life and Health Insurance  
Foundation for Education (LIFE),  
"Why Devote a Month to Life  
Insurance Awareness?"  
September 2007*

*Policies have exclusions and limitations that may affect benefits payable. For cost and complete details, please see your Colonial Life benefits representative. Policies or provisions may vary or be unavailable in some states.*

### Colonial Life

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*Colonial Life products are underwritten by Colonial Life & Accident  
Insurance Company, for which Colonial Life is the marketing brand.*