

Costs to Consider

Use this worksheet to estimate some of the future financial obligations your loved ones may face.

Credit Card Balances	_____
Other Outstanding Debt	_____
College Costs	_____
Funeral Expenses:	
Funeral Home	_____
Cemetery Plot	_____
Transportation	_____
Casket & Vault	_____
Church & Flowers	_____
Medical Expenses	_____
Probate	_____
Other	_____
TOTAL	=====

Proceeds from your Ultra Protector Series policy may be used for any purpose.

About Americo

For over 100 years, Americo Life, Inc.'s family of insurance companies has been committed to providing the life insurance and annuity products you need to protect your mortgage, family, and future.¹ We listen to what you want from an insurance policy or annuity and do our best to provide a proper solution for your situation.

Innovative thinking has helped us build a strong financial foundation for our business. Americo Financial Life and Annuity Insurance Company (Americo) is a member of the Americo Life Inc. family of companies. Americo Life Inc., is one of the largest, independent, privately held insurance groups in the United States² with over 796,000 policies, over \$41 billion of life insurance in force, and \$5.9 billion in assets for year-end 2009.³

¹Americo Life, Inc. is a holding company and is not responsible for the financial condition or contractual obligations of its affiliate insurance companies.

²"Admitted Assets, Top Life Writers-2008," A.M. Best Co., as of July 2008.

³Information is as of end of year 2009 on a consolidated basis for Americo Financial Life and Annuity Insurance Company and the other life insurance subsidiaries of Americo Life, Inc., unless otherwise indicated. Information is prepared on the basis of generally accepted accounting principles (GAAP).

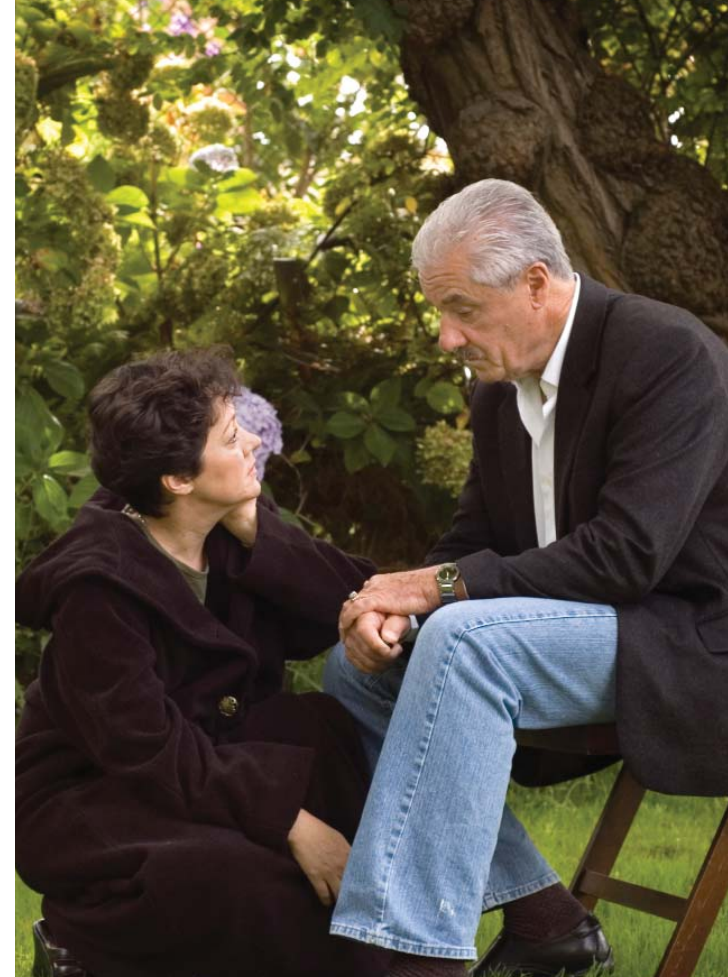
Important Notices

Americo Financial Life and Annuity Insurance Company is authorized to do business in the District of Columbia and all states except NY and VT.

Products are underwritten by Americo Financial Life and Annuity Insurance Company (Americo), Kansas City, MO, and may vary in accordance with state laws. Some products and benefits may not be available in all states. Some riders are optional and available for an additional cost. Certain restrictions and variations apply. Consult policy and riders for all limitations and exclusions. For exact terms and conditions, please refer to the contract.

The company reserves the right to contest coverage for up to two years due to any misrepresentations in the application. If the insured, sane or insane, dies by suicide while the contract is in force and within two years (one year in Colorado, Missouri, and North Dakota) after the issue date, the proceeds payable will be limited to the sum of premiums paid, less any indebtedness. See Missouri contract for special provisions regarding suicide.

Neither Americo Financial Life and Annuity Insurance Company nor any agent representing Americo Financial Life and Annuity Insurance Company is authorized to give legal or tax advice. Please consult a qualified, professional legal or tax advisor regarding the information and concepts contained in this material.



Permanent Final Expense Life Insurance

ULTRA PROTECTOR SERIES

Agent Information:

Health Insurance Group of AZ
Andy Orlikoff
owner and licensed agent

623.742.3878
www.higarizona.com
andy@freemedquotes.com

Individual, Permanent Whole Life Insurance Protection From \$2,000 to \$30,000

Death benefit up to \$30,000

You decide how much protection you need and can comfortably afford. Choose a death benefit of \$2,000 or up to \$30,000.¹

Individual, Permanent Protection

It may be one of the safest kinds of protection you can buy! It's safe because you own the policy. And as long as you pay your premiums, your coverage is guaranteed for life.

Your Rate Does Not Increase

The affordable monthly rate you start at will be the same monthly rate you'll pay for the life of the policy. Your rate will not increase with age or changes in health.

Your Coverage Will Not Decrease or be Cancelled Because of Age or Health

This is permanent whole life protection. The amount of your death benefit does not decrease as you get older. And, as long as you make your premium payments when due, you cannot lose this valuable protection because you get older or because your health changes.

Protection From the Very First Day

You are protected from the very first day your policy goes into effect. And, if you qualify for Ultra Protector I, your full death benefit is available as soon as your policy is issued.

If you don't qualify for Ultra Protector I, you may receive either an Ultra Protector II or III policy. With Ultra Protector II, the death benefit is modified (limited) in the first two policy years.² With Ultra Protector III the death benefit is modified in the first three policy years.²

No Physical Exam Required

Your acceptance is based on the information you provide on your application. You will only need to answer a few medical questions on the application. There are no costly or embarrassing physical exams to take.

Builds Cash Value

After your policy has been in force for a specified period of time, it builds cash value every year. This is your money that you can leave to grow or borrow to use as you see fit.

Choice of Beneficiary and Payment Date

Pick who you'd like as your beneficiary and what date you would like to make your premium payments.

Coverage for Children and Grandchildren

The Children's Term Rider (Rider Series 2147) provides term life insurance coverage on eligible children and grandchildren. Coverage amount ranges from \$1,000 to \$5,000 and lasts to the Insured's age 65 or the child's age 23, whichever is earlier. Then it may be converted to an individual policy. The child must be a natural, legally adopted, stepchild or dependent grandchild of the Insured. Grandchildren must reside with the Insured and appear as a dependent on the Insured's federal income tax return. This rider is optional and available for an additional charge on Ultra Protector I only. Not available in all states.

Accidental Death Benefit Provision

An Accidental Death Benefit provision is included with Ultra Protector II and III policies at no additional cost.³ With this extra protection, if death occurs as the result of accidental bodily injury in the first two policy years for Ultra Protector II or three years for Ultra Protector III and within 90 days of the injury, the full death benefit is payable.² Not available in all states.

¹Depends on policy selected and eligibility at the time of application.

²State variations apply.

³Only applies to modified (limited) death benefit.

For over 100 years, Americo Life, Inc.'s family of insurance companies has been committed to providing the life insurance and annuity products you need to protect your mortgage, family, and future. We are committed to providing excellent customer service to our policyholders.



We have a long history of financial success, and we continue to experience significant growth. Today, Americo Life, Inc. is one of the largest independent, privately held insurance holding companies in the United States.⁶

¹Americo Life, Inc. is a holding company and is not responsible for the financial condition or contractual obligations of its affiliate insurance companies.

²Information is as of year-end 2010 on a consolidated basis for Americo and the other life insurance subsidiaries of Americo Life, Inc., unless otherwise indicated. Information is prepared on the basis of generally accepted accounting principles (GAAP).

³Combined from the individual annual statements of the subsidiaries of Americo Life, Inc.

⁴Rating for Americo Financial Life and Annuity Insurance Company (Americo), 2010. Americo Financial Life and Annuity Insurance Company has a financial strength rating of A- (Excellent, 4th out of 15 rating categories.) A.M. Best's rating is assigned after a comprehensive quantitative and qualitative evaluation of a company's balance sheet strength, operating performance, and business profile. A.M. Best uses a scale of 15 ratings, ranging from "A++" to "F."

⁵Standard & Poor's rating for Americo Financial Life and Annuity Insurance Company, August 2010. Americo Financial Life and Annuity Insurance Company has a financial strength rating of A- (Strong, 7th of 20 rating categories.) Standard & Poor's uses a scale of AAA (extremely strong financial security) to CC (extremely weak financial security). Standard & Poor's Insurer Financial Strength Rating is a current opinion of the financial security characteristics of an insurance organization with respect to its ability to pay under its insurance policies and contracts in accordance with their terms. Standard & Poor's® is a trademark of The McGraw-Hill Companies, Inc., and is licensed for use by Americo Life, Inc.

⁶Admitted Assets, Top Life Writers-2010, "A.M. Best Co., as of July 2010.



Strength
&
Stability

AMERICO

Americo Financial Life and
Annuity Insurance Company
PO BOX 410288
Kansas City, MO 64141-0288

Strength & Stability

Americo Financial Life and Annuity Insurance Company

Our History

Who We Are

Our parent company, Americo Life, Inc., is a holding company providing life insurance and annuity products.¹ The Americo family of companies includes:

- ▶ Americo Financial Life and Annuity Insurance Company (formerly known as The College Life Insurance Company, founded in 1946)
- ▶ The Ohio State Life Insurance Company, founded in 1906 and Great Southern Life Insurance Company, founded in 1909
- ▶ United Fidelity Life Insurance Company, Financial Assurance Life Insurance Company, National Farmers Union Life Insurance Company, and Investors Life Insurance Company of North America

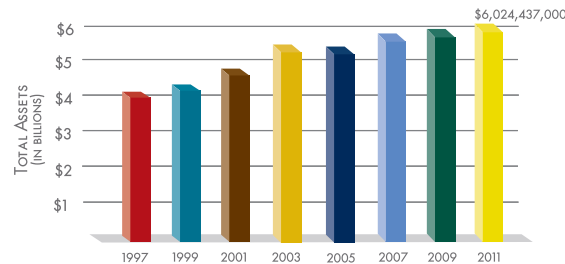
Each of these companies has a long, successful history on which Americo is building its future.

Today, all sales and marketing activities are facilitated through Americo in Kansas City, MO.



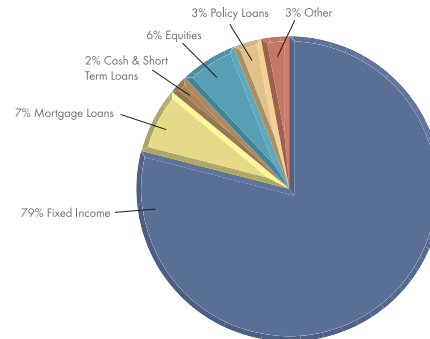
Assets Under Management

Total assets have grown 865% since 1988 to \$6.0 billion.² We have kept pace with this dramatic growth by investing in technology that makes doing business with us easy and efficient.



Investment Portfolio

We maintain a high-quality liquid investment portfolio. Investment grade bonds make up 93% of our fixed income investments.²



Insurance in Force

We currently have over 750,000 policies under administration and over \$38 billion of insurance in force.³

Excellent Ratings

We continue to receive high performance ratings from independent evaluators, such as A.M. Best⁴ and Standard & Poor's.⁵ As of 1/1/11, our ratings continue to be strong:

“A-” (Excellent) by A.M. Best

“A-” (Strong) by Standard & Poor's®

Product Choices & Service

We have a wide range of products to fit your needs. We offer life insurance and annuities in a broad range of markets. We focus on four markets:

- ▶ Mortgage
- ▶ Senior
- ▶ General Life
- ▶ Final Expense

We appreciate our policyholders and strive to provide quality products and service. You have access to fast, knowledgeable customer service representatives, and online access. At Americo.com you can locate a local agent, use an insurance calculator, learn about life insurance and annuities, and much more.

With Americo you will have a wide selection of life and annuity products to fit your needs that are backed by a financially strong, stable company that provides a tradition of excellent customer service.