

<Insert Client Name/Company>
<Insert Client Address>
<Insert Client City, State, Zip >

Dear <Insert Client Name>:

Congratulations! Transamerica Life Insurance Company has recognized you as a recent policy owner with "Plus" status and invites you to participate in the TOP Plus program, in which you could easily qualify for up to \$1,000,000 of additional life insurance.¹

If you've experienced life changes in the past several years, you may require additional life insurance coverage. Now you can take advantage of a hassle-free program that can offer you additional term life insurance coverage of up to \$1 million, without undergoing a full medical exam.

Take a look at these sample premiums for a \$500,000 term life policy:

Sample Monthly Premiums for Male & Female Preferred Plus Nonsmoker for Trendsetter[®] Super 20

	Age 30	Age 35	Age 40	Age 45	Age 50
Male	\$24	\$27	\$37	\$56	\$86
Female	\$21	\$25	\$33	\$46	\$67

*Premiums quoted are subject to change without notice. Premiums are lower if paid annually.

Give us a call or send in the information below today. We'll get back to you with your quote and application forms as soon as possible. If you have any questions, please don't hesitate to contact me.

Sincerely,

<Insert Agent Name>
<Insert Agent Phone Number>

PLEASE PRINT:

Mr. / Mrs. / Ms. _____ Date of Birth: ____ / ____ / ____

Address: _____ City: _____

State: _____ ZIP: _____ Email Address: _____

Daytime Phone: () _____ Evening phone: () _____

I would like a quote for the following face amount:² \$250,000 \$500,000 \$750,000 \$1 million

I would like a quote for the following level premium: 15-year 20-year 25-year 30-year

¹ This is not a guaranteed issue program and is subject to underwriting approval. Qualification for coverage depends on the answers to health questions set forth in the new application and is subject to underwriting approval. Underwriting will include information obtained from a Medical Information Bureau (MIB) screening, nonmedical application form, face page of previously issued term policy, and additional requirements which may be imposed based on information from the MIB. The maximum issue sum is \$1,000,000. The program is subject to withdrawal at any time without notice from the Company.

² Face amount cannot exceed the face amount of previously issued policy.

Trendsetter[®] Super Series (Policy Form Nos. 1-305 11-107, 1-304 11-107, 1-303 11-107, and 1-33411-107, respectively) are term life insurance policies issued by Transamerica Life Insurance Company, Cedar Rapids, IA 52499. **Premiums increase annually beginning in year 16 for the 15-year policy, in year 21 for the 20-year policy, in year 26 for the 25-year policy, and in year 31 for the 30-year policy. Policy forms and numbers may vary, and these policies may not be available in all jurisdictions. Insurance eligibility and premiums are subject to underwriting.** In most states, in the event of suicide during the first two policy years, death benefits are limited only to the return of premiums paid. These policies are not available in New York.