

AM Best Rating Upgrade Cash Bonus Celebration



U65 Health Market Cash Bonus Celebration

We're celebrating our recent AM Best rating upgrade to A- (Excellent) with an unlimited cash bonus! We cannot thank our loyal family of marketers enough for their partnership that has afforded us sustained growth throughout our Company's 31 year history.

Submission Period: 5/11/22 - 8/5/22

Payout Date: 9/2/22

Applications for all eligible plans must be issued and paid for by 8/19/22. Each qualifying application must remain in force throughout the entire qualifying period of 5/11/22 - 8/19/22.

New Era
Life Insurance Companies

New Era Life Insurance Company
New Era Life Insurance Company of the Midwest
Philadelphia American Life Insurance Company

\$250

for each combo sale:

- UW Health Saver Plus Gold, Health Choice Select or Health Saver Plus III; and
- UW Critical Illness Rider or Policy; and
- UW 24-Hour Enhanced Accident Expense; and
- UW Specified Disease; and
- UW Individual Accident Expense (Catastrophic)

\$200

for each combo sale:

- UW Health Saver Plus Gold, Health Choice Select or Health Saver Plus III; and
- UW Critical Illness Rider or Policy; and
- UW 24-Hour Enhanced Accident Expense; and
- UW Specified Disease

\$175

for each combo sale:

- UW Health Saver Plus Gold, Health Choice Select or Health Saver Plus III; and
- UW 24-Hour Enhanced Accident Expense; and
- UW Specified Disease Plan

\$125

for each combo sale:

- UW Health Saver Companion or Health Choice Companion; and
- UW Critical Illness Rider or Policy; and
- UW 24-Hour Enhanced Accident Expense

\$50

for each policy that does not meet the
combo sale requirements:

- UW Health Saver Companion or Health Choice Companion
- UW Specified Disease
- UW Individual Accident Expense Plan (Catastrophic)

\$25

for each policy that does not meet the
combo sale requirements:

- UW 24-Hour Enhanced Accident Expense
- UW Critical Illness Rider or Policy
- UW GAP Plan
- Dental Plus Plan



Details, Rules and Exclusions

- Guarantee issue policy earnings are reduced by 75%.
- Policies must comply with the current underwriting guidelines to qualify.
- Policies must be considered new business to qualify; including all policies being considered for any combo sale bonus.
- Replacement and conversion policies do not qualify.
- Specified Disease policies can only be offered to (a) existing policyholders with a Health Saver Plus Gold, Health Choice Select or Health Saver Plus III policy, or (b) new clients also applying for a Health Saver Plus Gold, Health Choice Select or Health Saver Plus III policy.
- Policies must be submitted and received between 5/11/22 - 8/5/22 to qualify; and must be issued and paid for by 8/19/22; and must remain in force throughout the entire qualifying period which ends 8/19/22.
- Producers must be in good standing with Philadelphia American Life Insurance Co. ("The Company") at the conclusion of the contest to qualify.
- The Company reserves the right to withhold a payout if persistency and production levels do not meet a minimum acceptable level as deemed by The Company.
- The Company reserved the right, at its sole discretion, to modify or change any of the qualifications or offerings at any time.
- The decision of The Company on any interpretation of these rules shall be final and conclusive.