



PHOENIX



Phoenix Simplicity
Index LifeSM

*A simplified-issue, indexed
universal life product*

*Permanent life insurance
protection with attractive choices
for building cash value*

**Achieve multiple goals with one
simple solution —
Phoenix Simplicity Index Life**

- *protect loved ones with permanent life insurance coverage,*
- *tax efficient savings via income tax-free death benefit and tax deferred growth of cash value,*
- *protection against market downturns,*
- *simplified issue – no medical exam, no lab tests,*
- *liquidity through loans or withdrawals, and*
- *flexibility to modify your policy if your needs change*

Gains in excess of basis are taxable in the event of a surrender, lapse or policy maturity. If the policy is classified as a Modified Endowment Contract (MEC), policy loans, withdrawals or other distributions of income (gains) will be taxed as ordinary income and distributed first, followed by basis in the contract. Distributions of income (gains) prior to age 59½ may be subject to a 10% tax penalty, in addition to ordinary income tax. Surrender charges may also apply. Loans reduce the net death benefit.

Loans, withdrawals or surrenders from an Indexed Account before the segment's maturity will result in a full or partial loss of index credits that would otherwise be credited on the segment's maturity date. Policy loans and withdrawals reduce the policy's cash value and death benefit and may result in a taxable event.

Guarantees are based on the claims-paying ability of the issuing company

IRS Circular 230 Disclosure: Any tax advice contained in this communication (including any attachments) is not intended to be used, and cannot be used, to avoid penalties imposed under the U. S. Internal Revenue Code, and was written to support the promotion or marketing of the transactions or matters addressed here. Individuals should seek independent tax advice based on their own circumstances.

Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

Protection for Loved Ones

Preparing for the care and support of your loved ones after you're gone can seem daunting and complicated. But it doesn't have to be that way. Simplicity Index Life offers permanent death benefit coverage with all the benefits of traditional universal life, along with an attractive option for growing cash value, in a process that's fast, easy and effective.

Growth potential plus downside protection

Simplicity Index Life gives you the potential for higher earnings compared to current interest rates, while protecting your policy from a negative index performance.

While the value of Indexed Accounts within the policy are affected by the value of the S&P 500 Index, the policy is not a security and does not directly participate in any stock, bond or equity investment. Your premiums can be allocated to Indexed Accounts that earn an "index credit" over the course of a 12-month term known as a "segment." The index credit is guaranteed to never go below 0%. This means that your policy value can benefit from a positive market performance and you'll never need to worry about losing money due to market downturns.

Tax efficiency

Simplicity Index Life offers tax efficient savings via an income tax-free death benefit and tax deferred growth of cash value.²

You can also access your funds through tax- advantaged loans or withdrawals. These funds can be used to supplement retirement, cover education expenses or help with unexpected medical costs. To help prevent a highly-loaned policy from lapsing, you have an optional overloan protection rider available to you.

- 1. Standard and Poor's®, "S&P®", "S&P 500®", "Standard and Poor's 500" and "500" are trademarks of The McGraw-Hill Companies, Inc. and have been licensed for use by Phoenix Life Insurance Company and its affiliates. This policy is not sponsored, endorsed, sold or promoted by Standard and Poor's and Standard and Poor's makes no representation regarding the advisability of purchasing this policy. The values of the S&P 500 Index used in this product exclude dividends.*
- 2. Policy loans and withdrawals reduce the policy's cash value and death benefit and may result in a taxable event.*

Flexibility to Meet Your Needs

Choice of indexed accounts

Phoenix Simplicity Index Life has three accounts: two Indexed Accounts tied to the S&P 500 Index, and one Fixed Account that earns interest at the current rate declared by Phoenix.

You choose the way you'd like your premiums allocated. If your outlook on the market changes, you may change your premium allocation options or request transfers and reallocations at any time, subject to some restrictions.³

All Indexed Account caps and participation rates, and current Fixed Account interest rates are set by Phoenix and may change at any time. If changes do occur in the cap or participation rate, they would only affect newly created segments. Current caps, participation rates and interest rates are posted on phoenixwm.com.

The table below provides an overview of the accounts:

ACCOUNT CHOICES	WHEN TO CHOOSE IT
Indexed Account A An annual point-to-point account with a cap ⁴	Consider this option if you want more upside potential than the Fixed Account, and expect the S&P 500 to fluctuate <i>moderately</i> over time.
Indexed Account B An annual point-to-point account with a participation rate ⁴	Consider this option if you want more upside potential than the Fixed Account, and expect the S&P 500 Index to fluctuate <i>significantly</i> over time.
Fixed Account Current interest rate, credited daily; 1% guaranteed minimum rate	You can choose to retain cash in this account if you are uncertain about market performance and volatility, and want a stable return based on current interest rates.

The S&P 500 index values used to calculate index credits exclude dividends that may have been paid by the securities that make up the index during the segment.

3. *Transfers from the Fixed Account will be processed on the next Sweep Date, and reallocations from the Indexed Accounts will be processed over a 12-month period and only as segments reach their segment anniversaries.*
4. *Guaranteed minimum cap is 4%; guaranteed minimum participation rate is 25%.*

Choice of death benefit options

You have the ability to change death benefit options up to once per year, subject to certain restrictions.

Option A: Level – The death benefit is equal to the face amount

Option B: Increasing – The death benefit is equal to the face amount plus the policy value

Flexible premium payments

You determine the amount and frequency of your premium payments and are free to change at any time, so long as your cash value is sufficient to cover policy charges.

Simplified Process

Easy to apply

You can be on your way to owning a Simplicity Index Life policy in just a few minutes with our streamlined application process. There is only a short list of questions to answer to determine eligibility, no medical test required, and a fast response to your application.

Easy to understand and update

Simplicity Index Life is easy to use and understand. You control how you want your premiums to be allocated, and, subject to the policy restrictions, you can request transfers and reallocations of your cash value at any time you choose.

**Planning a secure legacy
for your loved ones can be
easier than you think —
with a Simplicity Index Life
policy from Phoenix**

Founded in 1851, Phoenix helps meet financial planning needs, from protecting people and their loved ones and businesses, to helping secure their retirement dreams through life insurance, annuities and alternative retirement solutions. As a financially strong and stable company with a history of keeping its promises, we are committed to excellence in everything we do.



PHOENIX

Product features vary by state. Please consult with your financial representative regarding the availability of the product and its features in your state.

Phoenix Simplicity Index Life (08IUL) is issued by PHL Variable Life Insurance Company (PHLVIC) (Hartford, CT). PHLVIC is not authorized to conduct business in New York and Maine. In New York and Maine, Phoenix Simplicity Index Life is issued by Phoenix Life Insurance Company (East Greenbush, NY).

The insurers referenced above are separate entities, and each is responsible only for its own financial condition and contractual obligations.

Members of The Phoenix Companies, Inc.

phoenixwm.com

L5076BR ©2012 The Phoenix Companies, Inc.
BPD38278

6-12