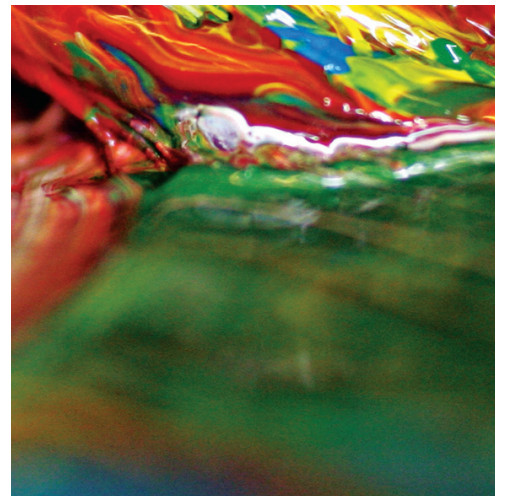
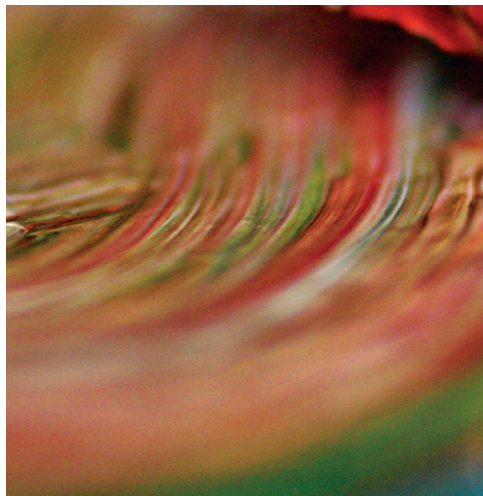
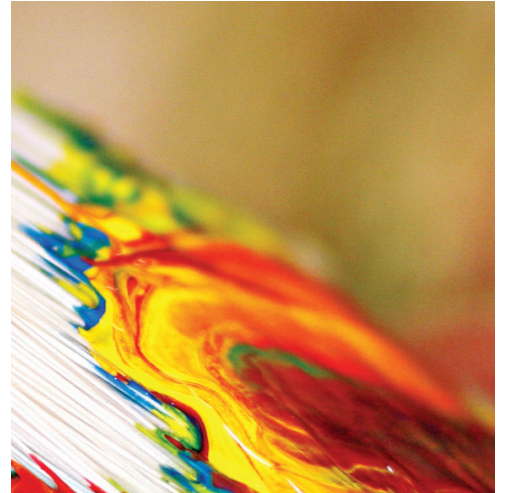


Protective Custom ChoiceSM UL

Producer/Broker Guide



EMBRACE
PROTECT
TODAY





Your clients' financial situations and personal goals are unique to them. Helping them select the right policy is essential in meeting their particular needs, and developing a long-term relationship.

The **Protective Custom Choice UL** product offers your clients an affordably priced universal life insurance policy which can provide a guaranteed death benefit anywhere from 10 years up to their lifetime.

**TODAY,
I helped my clients
secure their future.**

POLICY SPECIFICATIONS

<p>Product Design</p>	<p>Flexible premium universal life insurance for clients desiring affordable coverage without cash-value accumulation. Offers flexible initial level death benefit periods ranging from 10 years to lifetime.</p> <p>After the initial level benefit period, the death benefit decreases each year while the premium remains level. When the death benefit reaches \$10,000, the premiums will increase each year. (This applies to 10, 15, 20, 25 and 30-Year Plans only).</p>
<p>Issue Ages & Risk Classes</p>	<p>Select Preferred, Preferred, Non-Tobacco, Tobacco</p> <ul style="list-style-type: none"> - 10-Year Plan: 18-75 - 15-Year Plan: 18-70 - 20-Year Plan: 18-65 (18-63 for Tobacco) - 25-Year Plan: 18-55 (18-52 for Tobacco) - 30-Year Plan: 18-55 (18-43 for Tobacco) - Lifetime Plan: 18-85 (18-75 for Select Preferred)
<p>Minimum Face Amount</p>	<p>\$100,000</p>
<p>Minimum Face Amount After Automatic Face Decreases Begin</p>	<p>\$10,000 – applies to 10, 15, 20, 25 and 30-Year Plans only</p>
<p>Interest Rates</p>	<p>Guaranteed annual effective rate is 2.5%. The current credited rate will be determined periodically by Protective Life.</p>
<p>Maturity Age</p>	<p>No stated maturity age. Premiums and charges discontinue at attained age 121</p>
<p>Illustrations</p>	<p>An illustration is not required when a standard initial level death benefit period of 10-30 years or a lifetime plan to 105 or 121 is selected. If your client chooses a different initial death benefit period, a signed illustration is required.</p>

CUSTOMIZATION OPTIONS

<p>Short-Term Needs with Long-Term Options</p>	<p>Your clients can customize the duration of their life insurance coverage. They choose the amount of coverage they want, and an initial level benefit period of anywhere from 10 years all the way up to their lifetime.</p> <p>After the initial level benefit period ends, the guaranteed death benefit will begin to decrease while the premium payment amount remains level. The death benefit amount will decrease each year until it reaches the minimum of \$10,000. At that point, premiums will increase each year. (This applies to 10, 15, 20, 25 and 30-Year Plans only).</p> <p>Your clients also have the option to exchange their policy for a permanent universal life insurance option from Protective Life anytime in the first 20 policy years up to age 70, without going through more medical exams. If needs change and they want to maintain their current death benefit beyond the initial level benefit period, they may exercise this option.</p>
<p>Lifetime Needs with Premium Flexibility</p>	<p>Your clients also have the option of premium flexibility. They can choose to pay a level premium for their lifetime, for a certain period of time, or can even adjust premiums to correspond with their expected income level.</p> <p>As your clients' personal situations change, their budget for life insurance premiums might change also. For example, they could pay a lower premium amount in the first few years of the policy, then pay more in the following years if they expect their income to increase after a job promotion.</p>
<p>Access to ExtendCare and Income Provider Option</p>	<p>A CCUL policy can also provide income and chronic illness protection. By adding the ExtendCare rider, your clients can access their policy's death benefit if they require chronic illness care and meet all requirements. Any amount not used for chronic illness care remains available for beneficiaries at their death.</p> <p>With the no-cost Income Provider Option, your clients can select a guaranteed monthly or annual income stream of up to 30 years for their death benefit payout. In addition, an initial lump-sum payment is also available to help cover final expenses or immediate death obligations. Choosing the Income Provider Option might even lower their policy premiums.</p> <p>Please note this rider is only available with the Protective Custom Choice UL Lifetime Plan.</p>

COST & EXPENSE SUMMARY

<p>Premium Load</p>	<p>25% - applies to all policy years and premiums.</p>
<p>Monthly Administrative Charge</p>	<p>\$5.50 – applies to all years. Discontinued after attained age 121.</p>
<p>Monthly Expense Charge</p>	<p>Per \$1,000 of initial face amount. Varies by age, gender and underwriting class. Applies to all policy years. Discontinued at age 121.</p>
<p>Monthly Cost of Insurance Charge</p>	<p>Varies by issue age, gender, underwriting class, policy year and any ratings. Discontinued at age 121.</p>
<p>Withdrawal/Partial Surrender Charge</p>	<p>\$25</p>

OPTIONAL ENDORSEMENTS AND RIDERS

Accidental Death Benefit Rider	Can provide coverage that pays an additional death benefit if the insured dies as the result of an accident.
Children's Term Rider	Rather than purchasing individual policies on their children, the policy owner can use this rider to provide death benefit protection for all natural, adopted and stepchildren within issue age limits.
Disability Benefit Rider	A monthly benefit amount can be credited to the policy if the insured faces the hardship of total disability.
ExtendCare Rider	Advances a portion of the base policy's death benefit if the insured is certified by a licensed health care practitioner within the past 12 months as chronically ill. <i>Please note this rider is only available with the Protective Custom Choice UL Lifetime Plan.</i>
Income Provider Option	Optional endorsement which allows the policy owner to select a guaranteed monthly or annual income stream for the death benefit payout.
Terminal Illness/Accelerated Death Benefit	Included at no extra charge, this benefit can accelerate up to 60% of the policy's death benefit, or \$1 million, whichever is less.

LAPSE PROTECTION

Lapse Protection Endorsement	The built-in lapse protection, automatically included on each policy, can guarantee death benefit coverage up to the lifetime of the insured based on the premiums paid and the formulas described in the Lapse Protection Endorsement. As long as the Lapse Protection Account value equals or exceeds policy debt, then the policy is guaranteed not to lapse. The lapse protection guarantees the policy death benefit only, not the cash or surrender value.
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POLICY LAPSES

Grace Period	If on any monthly anniversary, the cash value minus the policy debt is insufficient to pay the monthly deduction for the upcoming month and the lapse protection is not in effect, the policy will enter the grace period. The policy owner has 61 days to cover the current and past due monthly deductions. The policy will remain in force during the grace period, but if the premium payment is not received by the end of the grace period, the policy will lapse.
Catch-Up	If lapse protection is lost, your clients may restore it by paying additional or higher premiums. The premiums required to restore lapse protection may be significantly higher than the premiums illustrated.

POLICY CHANGES

Increase Coverage	Increases are allowed for all plans after the first policy year, but within the level face amount period.
Decrease Coverage	After the policy has been in force for at least three years, a decrease may be requested. The new face amount may not be less than the minimum face amount.
Non-Evidence Internal Replacements	<p>The owner can exchange a Custom Choice UL policy for a permanent Protective Life policy without evidence of insurability. Available for first 20 policy years up to age 70.</p> <p>The following products are available for exchange/conversion:</p> <ul style="list-style-type: none">- Advantage Choice UL- ProClassic UL- Premiere III VUL- Non-Par Whole Life

POLICY OWNER INFORMATION

Annual Report	A personalized report is sent after each policy anniversary. The report shows: the status of the Lapse Protection Account, premium payments, interest credits, cost of insurance charges, expense charges, loans, partial surrenders, surrender value, and policy value.
The Policy	The policy form, including all endorsements, will provide information regarding benefits provided, premium payments, charges, determination of values, the Lapse Protection Endorsement, and other provisions and charges.

Protect Tomorrow.
Embrace Today.™

Protective Custom Choice UL (UL-22) is a universal life insurance policy issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age of sex. In Montana, unisex rates apply.

Lapse protection guarantees the policy death benefit for the duration of the guarantee and does not cover cash or surrender value. Loans, withdrawals, and other policy and premium changes will affect the cost and length of protection. Failure to make premium payment as planned may cause the policy to lose lapse protection and premiums required to restore it could be significantly higher. Refer to the policy and endorsements for complete terms, conditions, and limitations.

All payments and all guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Please consult with your legal or tax advisor regarding your individual situation before making any tax-related decisions.



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Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured