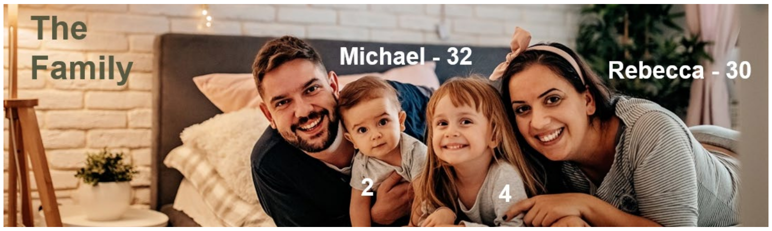
Total Family Protection

Columbus Life's Index Universal Life is an excellent option for death benefit protection but it may offer protection to other family members all through one policy on the primary insured.

The Indexed Explorer *Plus*® Universal Life offers death benefit protection to the primary insured and helps protect the beneficiaries from the insureds untimely death. The death benefit proceeds could be used to offset lost income, help pay a mortgage, possibly assist with college tuition and many other items of need in the event of the insured's death. Protecting these type of needs could be some of the most common reasons why life insurance, in general, is put inforce.

As important as death benefit protection for the primary insured may be, Indexed Explorer *Plus* may offer some other important benefits to the primary insured as well as other members of the household. By adding additional riders to the contract and the standard inclusion of the Accelerated Death Benefit Rider, it could be possible to help protect the entire family of the insured.



Let's look at a hypothetical family: a male, Michael, age 32 and a female, Rebecca, age 30. Also, let's assume they have two children, ages four and two.

In this scenario, the breadwinner is Michael and he wants to help protect his family with a $500,000 Indexed Explorer *Plus*. The policy does come standard with the Life *Plus* Accelerated Death Benefit Rider® but in order to help further protect his family and himself, he adds the following riders:

- Disability Credit Rider
- Insured Insurability Rider
- Child Term Rider
- Other Insured Rider

The Life *Plus* ADBR will come standard on the contract, however, the other riders included on the policy in this hypothetical example will add expenses to the contract. How much cost depends on a number of factors including underwriting class, insured age, gender and various protection amounts available with particular riders.

There are a number of events that could occur during Michael's life where these additional riders may help protect the insured and his family.

For example, what if one day on his way home from work, Michael is involved in a serious car accident. If, as a result of the accident, Michael was totally disabled for six months, Columbus Life would begin to credit premium to his policy and it could potentially fund the policy to keep it inforce. Generally, when the rider is included, many agents will choose to have the disability credit amount equal the planned premium. However, if the client so chooses, they could have the Disability Credit Rider for any amount that is not less than the minimum premium and not more than the guideline premium.

While the Disability Credit Rider does add extra cost, for some clients, the potential benefit of potentially keeping a policy inforce, despite the insured's possible inability to earn an income may be worth it. For many insureds who become disabled, they may still have the desire to keep the policy inforce to help protect their family in event of their death. Furthermore, by keeping the policy inforce, the Life *Plus* ADBR protection is still in place along with the potential to grow cash value.

The Disability Credit Rider could be important to a client by helping keep a policy inforce but let's look at how we could add some potential flexibility to a policy through the Insured Insurability Rider.

In our example, let's assume Michael and Rebecca have another baby and now have three children to protect. Michael and Rebecca look at possible life insurance options to increase their coverage and know they could either apply for a new policy or replace his current coverage. However, because Michael is older the coverage could be more expensive and if his health situation has changed, he may be unable to get a favorable underwriting class.

Thankfully the Insured Insurability Rider allows the policy owner to increase coverage at certain times or if certain life events occur, without going through medical underwriting again[1]. If the primary insured either gets married or has a child, they can increase coverage between $5,000 and $50,000, which is chosen at the time of application, regardless of the health of the insured. Also, the insured could increase coverage on the policy anniversary on which the insured's age at last birthday is 25, 28, 31, 34, 37 and 40. It could be beneficial to clients to have this flexibility in their current policy so that the policy can change to help address the evolving personal needs of their family.

Another option that adds flexibility to total family protection is the Child Term Rider. This rider will allow the insured to include up to $15,000 of life insurance coverage on each child Michael has between the ages of 15 days old to 18 years. This coverage will last until the child has reached 23. Of course, if the worst were to happen and one of his children were to unexpectedly pass away, the Child Term Rider death benefit would be paid. The other big benefit to the rider is that the child can convert up to five times the elected Child Term Rider coverage amount.

For example, if the Child Term coverage amount were $15,000, the child could convert up to a $75,000 permanent life insurance policy without going through medical underwriting once the child has reached 18 until age 23 when the rider expires. In other words, the insured has created an option for a child to have at least some amount of guaranteed,

[1] There are stipulations to increasing the face amount with this rider and if the insured fails to meet the guidelines they would need to go through underwriting.

permanent life insurance coverage in the future. The ability to convert and put a policy inforce, without medical underwriting, could be beneficial to someone in the future.

Finally, the last benefit we added to the contract was the Other Insured Rider.

In this example, Michael could add the Other Insured Rider to his policy and cover his wife as the other insured. She could be covered for up to one times the amount of coverage as the primary insured. Also, it provides death benefit protection until age 95. If Rebecca were to pass away unexpectedly, the other insured death benefit could provide a number of benefits including helping pay for additional care at home or daycare and possibly allow Michael more flexibility to miss work to help his children.

The death benefit protection for the primary insured is one of the most important reasons to put an Indexed Explorer *Plus* policy inforce. However, there are a number of other protections available by presenting more benefits to your clients and they can all be included on one policy.

For more information about this concept, the riders or for illustrations, please contact the Sales Desk at 800.677.9696, option 4.

Products issued by Columbus Life Insurance Company, Cincinnati, OH. Product and rider provisions, availability, definitions, and benefits may vary by state. Flexible Premium Adjustable Life Policy with Indexed Options policy series ICC17 CL 88 1708. Accelerated Death Benefit Rider series CLR-202 1409. Other Insured Term Rider series ICC18 CLR-177 1803; Children's Term Rider series ICC18 CLR-135 1803; Disability Credit Rider series CLR-174 0707; Insured Insurability Rider series CLR-138 0101.

Withdrawals and surrenders are tax-free up to the cost basis, provided the policy is not a MEC. Withdrawals may be subject to charges. Neither Columbus Life, nor its agents, offer tax advice. For specific tax information, have your client contact their attorney or tax advisor. The information provided is for educational purposes only. Interest rates are declared by the insurance company at annual effective rates, taking into account daily compounding of interest.

IUL is a universal life policy. It has insurance related costs. Premiums paid must produce sufficient cash value to pay insurance charges. Indexed returns do not protect against lapse if premiums and returns do not provide sufficient cash value to cover loan interest and insurance costs. Your clients must understand that loan risk means loans may well not be zero cost. Such loan risk and interest costs will reduce account value and will contribute to a risk of policy lapse if account value becomes insufficient to cover charges

Life insurance and annuity products are not bank products, are not a deposit, are not insured by the FDIC, nor any other federal entity, have no bank guarantee, and may lose value.

Payment of benefits under the life insurance policy is the obligation of, and is guaranteed by Columbus Life Insurance Company. Guarantees are based on the claims-paying ability of Columbus Life Insurance Company. Products are backed by the full financial strength of Columbus Life Insurance Company.

Living benefits are accessed through an advance of the policy's death benefit, provided the insured meets eligibility requirements under the applicable rider. An advance is treated as a lien against the policy and will reduce the Death Benefit payable if not repaid. The advance will accrue interest each year. The lien may be increased if necessary to keep your policy in effect. We may charge a fee of up to $250.00 for an advance payment. The accelerated death benefit will terminate with the policy.

Life insurance proceeds paid in the form of an accelerated death benefit when the insured has become chronically or terminally ill, and is otherwise eligible for benefits, are intended to receive favorable tax treatment under Section 101(g) of the Internal Revenue Code (26 U.S.C. Sec. 101(g)). There may be tax consequences in some situations in accepting an accelerated benefit payment amount. Consult your tax advisor before taking an advance.

This is a life insurance benefit that also gives you the option to accelerate some or all of the death benefit in the event that you meet the criteria for a qualifying event described in the policy. This policy does not provide long-term care insurance subject to California long-term care insurance law. This policy is not a California Partnership for Long-Term Care program policy. This policy is not a Medicare Supplement policy.

Product features differ between long-term care insurance and life insurance accelerated death benefit riders. Accelerated death benefit riders pay an unrestricted advance of a portion of the life insurance death benefit when the insured experiences terminal or chronic illness as defined in the rider. You do not have to show incurred care expenses associated with an accelerated death benefit. The maximum benefit payable is based on the policy's cash value and face amount. Any advance paid will reduce the death benefit of the policy. Long-term care policies or riders, on the other hand, pay benefits based on expenses incurred by the policyholder for long-term care. The total benefits available for long-term care insurance are selected by the policyholder at issue. Long-term care insurance is a stand-alone insurance policy or a rider designed to pay for the cost of long-term care services. Long-term care insurance may include coverage for such qualifying events as institutional care, care in a nursing home or skilled nursing facility, home care coverage, hospice care, respite care, or community care.

Receipt of Accelerated Benefit payments may adversely affect the recipient's eligibility for Medicaid or other government benefits or entitlements. They may also be considered taxable by the Internal Revenue Service. You should contact your personal tax advisor for assistance.

Columbus Life Insurance Company, Cincinnati, OH is licensed in the District of Columbia and all states except New York.