



# Bulletin – Product Development & Management

## Introducing TransACE<sup>®</sup> 2012

January 17, 2012

Transamerica is pleased to announce our newly revised no-lapse guarantee universal life product – TransACE<sup>®</sup> 2012 available for sale effective January 17<sup>th</sup>, 2012, subject to state approval.

Transamerica continues to provide lifetime guarantees but now at more competitive premiums. Along with guarantees and lower costs, we have added additional flexibility through the new MultiFlex Surrender Enhancement Endorsement (MSE). The MSE provides clients the opportunity to surrender the policy for an enhanced benefit of 100% of gross premiums paid or 33% of the lowest face amount of the policy. The enhanced surrender value will never be less than the net cash value.

| MSE Guidelines   |  |   |
|--|--|---|
| 15 <sup>th</sup> policy anniversary<br>(60 day period following)   | 20 <sup>th</sup> policy anniversary<br>(60 day period following) | 25 <sup>th</sup> policy anniversary<br>or anytime after |
| The policy owner would receive the lesser of:<br>100% of gross premiums* <b>OR</b> 33% of the lowest face amount** |  |   |

\*Less any refunds, partial surrenders, and any outstanding policy loans.

\*\*Less any outstanding loans, and any partial surrenders that did not reduce the face amount

- The MSE will be included in all TransACE 2012 policies at no additional charge.
- The ACE premium needed to fund MSE is the level premium for ACE to age 100.

In addition to the more competitive premiums in many scenarios and the new MSE, please note the following changes in this version of TransACE:

- The guaranteed minimum interest rate is 1% in most states (2% in Pennsylvania).
- Cash values were reduced.
- Targets are reduced in line with the premium reductions. Targets still exceed the level lifetime guaranteed premiums except at the youngest and oldest issue ages.
- Producer renewal commissions end after the fifth policy year.



## Transition Rules and Important Dates

### January 17, 2012

- TransACE 2012 will be available for sale in approved states.
- TransACE 2012 is illustratable in TransWare<sup>®</sup> version 16.10 and WinFlex.
  - Both the TransACE 2010 and 2012 products will be included in this release for the transition period.

### January 27, 2012

- Applications for this new version of TransACE can be submitted.
- FastStart will be available.

### February 29, 2012

- Applications for the current TransACE 2010 product must be received in our Cedar Rapids Administrative Office by close of business.
- This date assumes TransACE 2012 was approved and available for sale today.

To be considered a received application, the following must be met:

1. Formal application with all fields completed and necessary forms required at application time submitted along with the application.
2. Signatures of all necessary parties.
3. If ownership is in the process of being determined, such as a trust being put in place, a final application may be submitted later; however, the formal application with all other signatures must be received with the indication that ownership determination is in process.

If a TransACE 2010 policy has already been issued but is still in its delivery period, it may be returned for reissue to a TransACE 2012 policy subject to underwriting approval and a new illustration.

For states that approve after today's launch date, transition dates will be announced with the state approval notice.

For additional information, please contact the Strategic Marketing Sales Desk at 866-545-9058.

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Transamerica Life Insurance Company

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