



PRESS RELEASE
FEBRUARY 29, 2008

Blease Research releases newest Full Disclosure Universal Life and Indexed Universal Life policy comparison software.

Release features a record number of policies. Firm sees fundamental change in industry product portfolio.

While new product introductions and repricing have been accelerating over the last eighteen months due to adoption of the new 2001 mortality tables, much of the action has taken place more recently.

The editors of Full Disclosure periodically survey life insurers active in upper markets across a wide range of product specifications, illustrations, guaranteed minimum premiums, and more. The latest data compilation features 120 policies including 33 Indexed Universal Life contracts.

The editors noted the larger of many shifting trends within each product type:

Traditional Fixed Universal Life

Of the 87 policies included in the newest UL release of Full Disclosure, nearly 20% are brand new policies. This is an impressive change from last summer especially in light of a nearly identical list of participating companies.

Products using the new tables and ongoing product specialization are the two trends driving the number of policies represented and new product introductions. Of the 87 policies in this section of the release, 45 utilize the new tables. These new policies have a maturity age of 121 or “lifetime” and are more competitive on a policy cost basis, as the Cost of Insurance (COI) in a given year is lower in many cases.

Companies are eager to incorporate the new pricing and roll out new generations of products that are not only more competitive, but are more specialized in the past. The design pendulum continues to move away from single products that can be modified by options (such as adding a long term guarantee) or riders, to ones that are designed for a specific outcome.

Continued

Specialized policy types include minimum premium/maximum death benefit policies, accumulation policies for maximum cash values and income for the insured in the future, business policies that may include high early cash values and return of premium death benefit options, and policies that aren't designed to produce much cash value at all. In fact of the 87 traditional Universal Life policies in this Edition of Full Disclosure, 18 of them are not designed for building current assumption values. Their goal is minimum guaranteed long-term premiums. The release features a separate section for those products and the premiums of each across a wide range of ages and issue classes.

Indexed Universal Life

“This segment continues to bloom.” Notes lead analyst Roger Blease. “The companies entering or reentering this market, and those updating existing lines, are becoming more imaginative and creative with product designs and pricing. He adds, “The companies are trying to achieve maximum share in this emerging market and capture the hearts and minds of brokers and independent producers who are trying to get a handle on exactly how these work.”

The editors of Full Disclosure are noting increased numbers of indexing options beyond the S&P 500, as well as multiple crediting strategies. And while the goal in each of these policies is to minimize losses in down equity and other markets, the way in which the pieces of the puzzle - indexing option, crediting method, participation rate, and caps on gains, fit together can be wildly varied between policies. In this case more information is better than less – more so than with any other product available today.

About Full Disclosure

Full Disclosure is the most comprehensive permanent life insurance policy analysis and comparison system available. Over sixty-five companies active in upper markets provide fresh data in formats designed to show what each policy does best.

In addition to Fixed Universal and Indexed Universal Life, easy to use software Editions are released throughout the year. They include Whole Life, Variable Universal Life, Survivorship Whole Life, Survivorship Variable Life, Survivorship Universal Life and Survivorship Indexed Universal Life.

For a schedule of releases, a list of participating companies, and a free demonstration version of Full Disclosure, go to www.full-disclosure.com.



400 Northampton Street, Suite 409, Easton PA 18042

(877) To Get FD