

Guaranteed Income Protector from Irish Life

News Extra:

Irish Life proudly announces the launch of our NEW guaranteed Income Protector. With several other exciting product enhancements, NEW support materials (please see overleaf) and our unrivalled underwriting service, you should have all you need to pursue the income protection market potential. Our recent market research shows that customers have never been more in tune with the need to protect their income (Amárach, 2009).

Irish Life is the single largest provider of Income Protection in Ireland. This information is based on Irish Life Retail and Corporate Business claims 2008.

- Over 275,000 people insured
- We currently pay benefits to over 3,000 customers
- Total annual payment of over €52 million in 2008
- Irish Life pay out 90% of Income Protection claims submitted

The WOW factor of Irish Life's Income Protection

NEW guaranteed Income Protector option

Of course customers can still avail of our reviewable Income Protector option with it's five year premium guarantee

NEW features available on both our guaranteed and reviewable Income Protector:

- NEW top-up option
- Really competitive rates – we are typically 5% - 15% cheaper than our main competitor
- NEW indexation option now extended to age 65
- NEW NurseAssist 24/7 service, free to all Income Protector customers

Remember:

- 120% commission on cases issued
- We now offer cover on some trade occupations where we would have previously declined the applications, for example carpenters, plumbers, residential painter/decorators
- Income Protector is available electronically via Data Capture Process

Unrivalled Underwriting Service

- We have moved to 'Same Day Underwriting' for more than 75% of medical and financial evidence received
- We are maintaining our service promise of an initial underwriting decision within 2 hours if the case is submitted electronically
- Acceptance terms are offered to 95% of Income Protection customers with 80% of those receiving 'standard rates'



We have recently launched Ask Underwriting, our online underwriting guide, providing you with a comprehensive guide across all aspects of underwriting. Please see over leaf for details.

Ask your Account Manager for further information.



Irish Life

Great range of Income Protection supports for you:



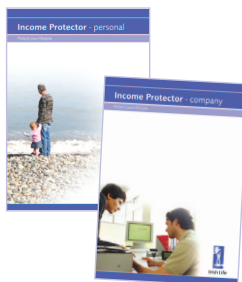
Ask Underwriting is our NEW online underwriting guide, providing you with a comprehensive guide across all aspects of underwriting. It includes links to the Income Protection guide, our non-medical limits & an occupation guide covering over 750 occupations.

Ask Underwriting is unique and is the first of its kind in Ireland. From medical underwriting to financial limits, from life cover to income protection it's all there at the click of a mouse. Ask Underwriting is accessed through the Protection library on www.blinc.ie



Newly updated Income Protection adviser guide

Our updated Income Protection adviser guide provides: details on Income Protector, information on the guaranteed and reviewable Income Protector options, a full list of our occupation classes, our Non-Medical Evidence limits and information on our Income Protection Claims experience 2008.



Newly updated Income Protector booklets:

These product booklets have been revamped to include the NEW guaranteed option and information on the NEW top-up option available to all Income Protector customers. The booklets present the features of our Income Protector plan in Plain English and are accredited with the Crystal Mark and the Honesty Mark from the Plain English Campaign.



NEW customer concerns & budget flyer:

We have developed a NEW flyer which goes through possible concerns customers may have about income protection and the resolution to these concerns. On the reverse of this A4 flyer, we show the State benefits and likely need for Income Protector with a sample of monthly expenses and sample shortfall. We also include a monthly budget for customers to fill in for themselves.



NEW customer DL leaflet and direct mail letters:

We have sample letters for you to send to your customers with a DL sized flyer on income protection to get them interested in the cover. These letters and flyers will allow you to maximise any income protection opportunities within your client bank without the hassle of drafting letters from scratch.



NEW Income Protection claims booklet:

This comprehensive claims booklet is designed to help customers through the income protection claims process. We are the first company in Ireland to offer such a guide and hope it will be helpful to customers at a stressful time.

Softcopies of these documents are available on www.blinc.ie For supplies contact your Account Manager.



Irish Life