CA$H INCENTIVE$ FOR PRODUCTION

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For every month between July 1st and Dec. 31st 2009

FIDELITY LIFE will pay:

$150 for every 5 policies paid with in a month

AND an additional **$300 for every 15** policies paid with in a month

**Top 10 producers will be entered in a drawing to receive one additional $1000 prize at the end of the promotional period.*

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Place 15 policies in one month = $750

Rules and restrictions:

► Policies written on self or family members do not qualify.

► Agent must be the producer/writing agent - no uplines will qualify for business written/paid by their agents or multiple agents using one GA's writing number.

► Sole writing agents only, no "users" under an agent (ie- in the case of adding users for Rapid App) can submit business to pool policies to qualify.

► No captive/call center agents will qualify - agent must be an independent producer.

► Policies can be any combination of either Fidelity Life's Rapid Decision Term and/or Rapid Decision Mortgage Term.

► Any new products introduced with in incentive period will not qualify.

► Agents can track their own business via the Production link with in their own Fidelity Agent Website.

► "Not Takens" and lapsed policies will not count towards final tally.

► All payouts will be paid in one final sum at the end of the promotion period after final report is run in February 2010.

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For questions, quotes, applications and/or more product information, please go to the "For Agents" section of our website: www.fidelitylife.com or call Fidelity Life Sales and Marketing at 866-710-1013.

Money talks ~ Now we're talking ~ Simple as that!

FIDELITYLIFE
Established 1896