

September is Life Insurance Awareness Month



75 MILLION American families
(2 out of 3) count on life insurers' products

Life insurers generate approximately
2.5 MILLION
U.S. jobs



Life insurers pay out
\$1.5 BILLION every day



INSURANCE PRODUCTS are available INDIVIDUALLY
and through GROUP PLANS at the workplace



LIFE INSURERS enable
families to protect
their financial futures



RETIREMENT ANNUITIES offer GUARANTEED
INCOME FOR LIFE



LONG-TERM CARE INSURANCE helps
people maintain independence
and dignity;
DISABILITY INCOME INSURANCE
provides income protection



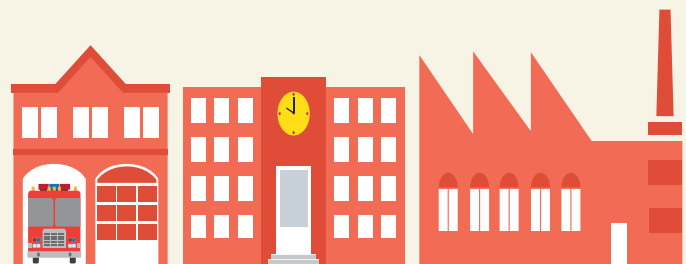
20% of Americans'
long-term savings is in
permanent life insurance and
retirement annuities



Life insurers are the **#1** investor
in U.S. corporate
bonds



Life insurers invest **\$4.9 TRILLION**
in the U.S. economy



LIFE INSURERS provide **FINANCIAL SECURITY** and **PEACE OF MIND**