

Get 'PAID'...Get Pampered!

'Ritz Blitz', the hot new summertime sales contest from AmerUs Life, offers your agents rewards to please even the most discriminating palette!

Do you crave sunny skies and ocean views? Or are fresh powder and crystal clear mountain air more to your liking? Whatever your taste, there's a Ritz-Carlton resort ready to serve you. 'Ritz Blitz' award winners will experience the ultimate in indulgent luxury at any of the 57 sumptuous Ritz-Carlton hotels and resorts around the world – with no blackout dates! And, the more you sell, the longer you stay!

- 'Ritz Blitz' runs from Friday, July 1 through Friday, September 30, 2005
- Prize levels based on annualized fixed life target premium PAID during contest period.

Ritz Blitz Award Level	Fixed Life Target Premium PAID During Contest Period	Ritz-Carlton Award**
Level One	\$30,000 - \$59,999	Two nights
Level Two	\$60,000 - \$89,999	Three nights
Level Three	\$90,000 - \$119,999	Four nights
Level Four	\$120,000 and above	Five nights

For a complete list of Ritz-Carlton hotels and resorts, go to www.ritzcarlton.com.

Here's a taste of what's available on the 'Ritz Blitz' menu:

- The Ritz-Carlton – Kapalua- Island of Maui, Hawaii
- The Ritz-Carlton – Bachelor Gulch- Avon, Colorado
- The Ritz-Carlton – Golf Resort, Naples- Naples, Florida

** See contest updates on AmerUs Live for official paid premium reporting. Only business initially paid for during contest period counts toward prizes. Only writing agents are eligible for prizes.*

*** Prizes are transferable and must be used by December 31, 2006.*

I HEARD IT ON THE STREET

Industry News

- The Russell 2000 small-cap stock index hit an all-time closing high on July 11, 2005 when the 17-year old index closed at 672. The S&P 400 Midcap stock index set an all-time record on July 12, 2005 when it closed at 710. On July 15, 2005, the S&P 500 closed at 1228, its highest closing price since July 3, 2001. *Source: BTN Research.*
- The Fed has now raised short-term rates nine times, going from 1.0% to 3.25%, in nine scheduled Federal Reserve meetings between June 20, 2004 and June 30, 2005. Over that one-year period, the total return on the S&P 500 has been 6.3% while the yield on the 10-Year Treasury note has dropped from 4.59% to 3.92%, producing a total return of 9.7%. *Source: Federal Reserve, BTN Research.*
- The U.S. life insurance industry is projected to continue posting strong results in 2005 and 2006, according to Conning Research. The industry is expected to post operating gains in 2005 and 2006 that build on the strong results for 2003 and 2004. The operating gain for 2004 was \$6.5 billion greater than the 2003 gain, which was itself a record. The projected operating gains for 2005 and 2006, while slightly less than 2004, are likely to keep the industry on solid financial ground.

Marketing News

- According to a poll by Gallup and Experian, 40% of Americans expect to retire before age 65. However, 33% of American adults have not saved anything for retirement.
- The first baby boomers will turn age 59½ beginning July 1, the age at which they can begin tapping into IRAs and 401(k) plans without penalty. Predictably the experts are advising this first wave of boomers to leave their nest eggs alone and, instead, take the time for a retirement planning check-up. Sounds to us like a good reason to get in touch with the oldest of your boomer clients.

- If you or your clients are among the 44% of Americans age 55 and older who have saved less than \$100,000 for retirement, it's probably time for serious action. Here are some options: make catch-up contributions to your qualified retirement plans, postpone retirement and relocate to take advantage of a lower cost of living.

Ratings News

- A.M. Best has downgraded the financial strength ratings of AIG Life, AIG American General and AIG VALIC to A+ from A++.

New Pension Max Selling Guide

One of the most important decisions a person will make at the time of retirement is how to take distribution of his or her qualified plan retirement account balance. The wrong decision could cost the retiree thousands of dollars in retirement benefits. With Pension Max, you can help a client enjoy the full benefit of a pension while providing a life income for his or her spouse.

Sales Solutions' Pension Maximization Selling System Guide will provide a clear picture of your client's pension benefit and the possibilities available with Pension Maximization. You can view and print the Pension Max Selling Guide on www.ameruslive.com by selecting from the main menu: Marketing > Advanced Markets Strategic Resource Center > Sales Resource Guide. Or, order copies of form 15580 from Supply at (800) 718-8177.

Introducing MultiChoice Annuity Classic

AmerUs Life is proud to introduce MultiChoice Annuity Classic – the newest addition to our MultiChoice Annuity Series. MCA Classic is now available for sale in 29 approved states: Alaska, Arizona, Arkansas, Ohio, Colorado, District of Columbia, Hawaii, Idaho, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts*, Michigan, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Jersey*, New Mexico, North Carolina, Ohio, Rhode Island, South Dakota, Tennessee, West Virginia, Wisconsin and Wyoming.

MCA Classic has a **seven-year surrender charge**, and offers these valuable features and benefits:

- Four commission options, including **trail commissions**
- Full accumulated value at death
- Maximum Issue age – Qualified: 80; Non-Qualified: 90
- Four premium allocation strategies

Commission Options

Four different commission options are available with the MCA Classic. With Option 1, all first-year commissions are paid up-front, except for issue ages 86-90 where a trail commission is paid. Options 2, 3 and 4 feature various combinations of up-front commissions and trail commissions. Beginning in month 13 trail commissions on the MCA Classic are paid monthly for the life of the contract based upon the Account Value.

The commission option you choose for MCA Classic must be indicated on the application. To designate your commission choice, simply add a dash and 1, 2, 3 or 4 after your agent code in the space provided on the application. An example is provided to the right.

On the application, indicate the commission option you desire after your five-digit agent code.

John Q. Agent
Agent's Name (Please Print)
12345-1
Agent Number (REQUIRED FOR PROCESSING)

Note: Make all checks payable to
MCM APP (01/05)

If you fail to choose a commission option for the MCA Classic on the application, you will be automatically assigned Option 1. This is irrevocable once the application has been processed.

Commission schedules are being revised to include the MCA Classic commission options and will be available this fall. For more information on your compensation payout for MCA Classic, contact your General Agent or Regional Vice President.

Banding

MCA Classic has two premium bands, which impact compensation only. The premium bands do not impact credited rates, caps, or certificate charges. The low band is \$25,000 to \$99,999 and the high band is \$100,000+. The contract is issued at a band level equal to the initial deposit(s).

For example, if \$75,000 is submitted with the application and the contract is issued before an additional \$50,000 is received via 1035 Exchange, the contract will be issued at the low band and will remain at the low band after the 1035 money is received.

Marketing Materials and Supplies

New marketing materials and forms are available for MultiChoice Annuity Classic. You can view, print and order these forms at www.ameruslive.com by selecting from the main menu: Products > Fixed Annuities > Multi Choice Annuities. You may also order MultiChoice Annuity materials via phone at (800) 718-8177.

* Indicates that MCA Classic is approved as a Group plan in this state

PLEASE CALL US WITH ANY QUESTIONS YOU MAY HAVE.