

I Heard it on the Street

Industry News

- U.S. applications for life insurance in January were up almost 1% compared to a year ago. Applications among individuals age 60 and older rose 6.7%; applications among those ages 45 to 59 increased 0.6%; and applications among individuals ages 0 to 44 rose 0.2%; according to the MIB Life Index.
- Home prices in the U.S. increased in value by 11.2% in 2004, the largest annual increase since 1979. Over the last 10 years, the average U.S. home has increased in value by 85%, or an average of 6.4% per year. Over the same 10 years, the S&P 500 has advanced by 12.1% total return per year. Source: Office of Federal Housing Enterprise Oversight, BTN Research.
- Legislation that was passed by the Senate on March 10, 2005, would protect up to \$1 million of retirement funds in the bankruptcy filing by an individual. The legislation still must pass the House of Representatives and will require President Bush's signature before becoming law. Source: Wall Street Journal.

Marketing News

- The life expectancy at birth for American males is 74.8 years today and 80.1 years for females. Source: Center for Disease Control and Prevention.
- 44% of employed Americans surveyed between the ages 55 and 64 have not projected how long their retirement savings will last after their working years end. Source: Prudential Financial.
- Once they reach age 65, 77% of baby boomers (those born between 1946 and 1964) expect to work full or part-time, start their own businesses or cycle between work and leisure, according to a Merrill Lynch survey. While some say they will be working for the money and an even larger percentage for health insurance benefits, 67% said they want to continue working in order to keep mentally active.

Indexed Product News

- Industry EIUL sales surpassed \$123.5 million in 2004, up 24% from last year. Source: Advantage Compendium.
- The market share of EIAs offering a premium bonus rose to 61% in the fourth quarter of 2004, a 10% increase from the previous quarter. Source: Advantage Compendium.
- EIAs with an annual reset design represent roughly nine of every 10 sales. Source: Advantage Compendium.

Still the One!

The years have changed and so have the headlines, but one thing remains constant ... AmerUs Life Insurance Group's (ALIG) dominance of the Equity Indexed Universal Life marketplace. For the fourth year in a row, ALIG is the #1 marketer of EIUL, increasing our lead each year! Since taking the financial world by storm with the introduction of our first EIUL product in 1998, we have never looked back. The numbers speak for themselves:

2004 EIUL Sales

AmerUs	\$74.6
Conseco	\$20.6
Old Mutual	\$17.6
Lafayette	\$5.6
Allianz	\$4.1

2003 EIUL Sales

AmerUs	\$51.6
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Conseco	\$29.3
Allstate	\$7.9
Lafayette	\$5.4
Allianz	\$2.2

2002 EIUL Sales

AmerUs	\$45.8
Conseco	\$24.7
Lafayette	\$9.0
Allstate	\$8.0
ING Southland	\$3.7

2001 EIUL Sales

AmerUs	\$26.2
Conseco	\$23.5
American General	\$10.6
Allstate	\$7.1
Lafayette	\$4.8

Figures in millions.

Source: Advantage Compendium, an independent research firm specializing in equity indexed products.

AmerUs Life Insurance Group's fourth quarter premium totaled \$20.6 million, a 38.1% increase over this same period one year ago. Total ALIG premium for 2004 came to \$74.6 million, up 44.5% from year-end 2003! We have now been the #1 marketer of EIUL for 15 consecutive quarters. Share in the success ... PUT OUR MARKET-LEADING EIUL PRODUCTS TO WORK FOR YOU!

Life Protector Rider to the Rescue

Great News! The Life Protector Rider is now available on new Vision Builder and Liberty Builder sales, in addition to Advantage Builder and Patriot Solution!

Help Your Clients Avoid an Unwanted 1099

The Life Protector Rider gives you a real competitive advantage on our EIUL policies. This unique rider prevents policy lapse due to loan indebtedness. It provides protection from "phantom income" and the triggering of an unwanted 1099.

Give your clients peace of mind with the Life Protector Rider.

AmerUs Group – A TOP Performer

LIMRA recently released its industry rankings for life and annuity premium written in 2004. AmerUs Group continues to be one of the top insurance companies in the United States. With a varied portfolio, including our market-leading equity indexed universal life, we offer the products, performance and service you need to be successful.

AmerUs Group 2004 Sales Rankings		
Product	Premium	Ranking
Equity Indexed Universal Life	\$74.6 million	#1
Universal Life	\$88.5 million	#13
Total Fixed Life	\$123.6 million	#20
Interest Sensitive Whole Life	\$21.2 million	#22
Term Life	\$13.9 million	#34
Equity Indexed Annuities	\$1,524.1 million	#5
Total Fixed Annuities	\$1,864.0 million	#14

If you have a prospective agent who wants to see all of AmerUs Life's products in a side-by-side comparison, you need Product Portfolio. This handy brochure provides at-a-glance details on all of our products. You may order copies of Product Portfolio by requesting form 15440 from Supply at supply@amerus.com or (800) 718-8177.

AmerUs Annuity Group Posts Record EIA Sales

The attractiveness of equity indexed annuities (EIAs) continues to grow among financial consumers. Industry-wide, a record \$23.4 billion of EIA premium was written in the U.S. in 2004 – a remarkable 67% increase over 2003. EIAs now represent over 26% of all fixed annuities sold.

AmerUs Annuity Group had a record year of EIA production, as well. In 2004, AmerUs Annuity Group wrote \$1.5 billion in EIA premium – up 17% from 2003. These outstanding results mean that for the fourth consecutive year, AmerUs Annuity Group ranked among the Top 5 in EIA sales.

Top 5 EIA Marketers for 2004

- 1) Allianz
- 2) Old Mutual (F&G)

- 3) Sun Life (Keyport)
- 4) American Equity
- 5) AmerUs Annuity Group**

Source: Advantage Compendium, an independent research firm specializing in equity indexed products.

AmerUs Annuity Group's success is due in large part to the Multi Choice Annuity Series. In fact, MCA Bonus Plus was among the industry's Top 5 selling EIAs in the fourth quarter. This dynamic EIA offers your clients choice and performance through its five interest crediting strategies and 6% first-year premium bonus. Learn more about the Multi Choice Annuity on www.amerulive.com by selecting Products > Fixed Annuities > Multi Choice Annuities from the main menu.

Opportunities in the Women's Market

Females are a significantly underinsured and underserved market. As a financial professional, vast opportunities exist for you in marketing to women!

Did you know?

- Women account for 51% of the U.S. population, but control 80% of the spending.
- The primary breadwinners in 55% of all U.S. households are women.
- 48% of all small businesses are owned all or in part by women. Females are the fastest growing small business owner market in the U.S.; increasing at almost twice the rate of all other privately held firms. What's more, employment at those same firms grew at 1.5 times the national average.
- Half of all women don't have life insurance.
- Less than half participate in a company retirement plan.

Increasingly, women are gaining control of financial assets due to professional advancement, divorce or death. If you want to market to women, your gender doesn't matter, but knowledge about the vast concerns women have and their buying patterns are key to successful marketing.

Another key is having a competitive product to sell. AmerUs Life's Advantage Builder EIUL is the product for women. Take a look at how Advantage Builder compares with other leading products.

\$1,000,000 Guaranteed Lifetime Death Benefit *Age 55, Female, Best Preferred Non-Tobacco Class*

Company	Product	Annual Premium
AmerUs Life	Advantage Builder (using NLG Rider)	\$8,891
Principal Life	UL Protector	\$8,910
Prudential Financial	PruLife Universal Protector	\$9,228
Protective Life	Protective Select UL III	\$9,480
AXA Equitable	Athena II UL	\$9,508
John Hancock	Protection UL-G	\$9,517
Travelers	MVP 02	\$9,710
Lincoln Life	UL LPR -6	\$9,712
Empire General	EG Select Flex UL II	\$9,757
American General	ContinUL	\$9,924
First Colony/GECA	GE Lifetime Protector 50+	\$9,962
Jefferson Pilot	Legend 300 XG	\$9,982
Sun Life	Financial Sun Universal Protector LP2	\$10,571
ING ReliaStar	GPUL	\$10,786
North American Company	Custom Guarantee	\$11,236
Fidelity & Guaranty Life	WealthMaster Classic UL	\$12,890

Advantage Builder policy form 2EAD04. Available in most states.

For complete details on Advantage Builder and its great product features, go to www.amerulive.com > Products > Equity Indexed Life > Advantage Builder.