

We lead the Indexed Life market by T-H-I-S much!

AmerUs Life Insurance Group continues to extend its lead in the Indexed Life marketplace. And, this is no "big ole fish" tale. We're not exaggerating. For the 17th consecutive quarter, we have held the #1 position in the industry in Indexed Life sales. According to Advantage Compendium, AmerUs led all competitors in the second quarter with \$24.2 million of Indexed Life premium. This represents a 34% increase over the first quarter of 2005. Year-to-date Indexed Life premium for AmerUs now totals \$42.2 million, up 15% over the first half of 2004. Industry-wide, second quarter Indexed Life sales were up 23% when compared to the first quarter, and 29% when compared to the same period one-year ago.

2005 Indexed Life Sales

<u>Company</u>	<u>2nd Quarter 2005</u>	<u>First Half 2005</u>
1) AmerUs Life Insurance Group	\$24,185,000	\$42,210,000
2) Old Mutual	\$8,948,000	\$15,418,000
3) American General	\$3,890,000	\$6,890,000
4) Consec	\$2,622,000	\$5,095,000
5) Allianz Life	\$2,088,000	\$3,722,000

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

You know what the fuss is all about. Now is the time to capitalize on this dominance and tell your clients about our dominance as the #1 player in Indexed Life sales. This issue of the offers you several ways to spread the word about this booming product line.

AmerUs Annuity Group Among Top 5 Indexed Annuity Marketers - AGAIN!

For the 17th consecutive quarter, AmerUs Annuity Group has ranked among the top five in Indexed Annuity sales. According to Advantage Compendium, AmerUs Annuity Group ranked 4th among Indexed Annuity marketers in the second quarter with \$642.5 million in premium; an increase of 28% over the first quarter of 2005. AmerUs Annuity Group's year-to-date Indexed Annuity sales now total \$1.1 billion; up 78% from the first half of 2004. Industry-wide, second quarter Indexed Annuity sales were a record \$7.4 billion; up 16% when compared to the first quarter, and 41% when compared to the same period one year ago.

2005 Indexed Annuity Sales

<u>Company</u>	<u>2nd Quarter 2005</u>	<u>First Half 2005</u>
1) Allianz Life	\$2,487,963,000	\$4,757,332,000
2) American Equity	\$687,982,000	\$1,308,244,000
3) Old Mutual	\$643,161,000	\$1,185,340,000
4) AmerUs Annuity Group	\$642,488,000	\$1,144,973,000
5) ING	\$622,337,000	\$992,365,000

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

I Heard it on the Street

Industry News

- Equity Linked CDs - They do exist and look for more of them in the future as some pundits promote them as an alternative to Indexed Annuities.
- The presidential panel with responsibility for making recommendations to reform the tax system has brought forth its first decision...ax the alternative minimum tax. Since the panel is charged with making revenue-neutral recommendations, it now must come up with a way to replace the estimated \$1.2 trillion the AMT is expected to generate over the next 10 years.
- According to ACLI, 69% of Americans own life insurance. Roughly \$1 billion of death benefits were paid each week in 2003 to beneficiaries of decedents by the life insurance industry.
- Lacking sufficient votes for passage, Senate advocates of estate tax repeal have postponed action on the legislation until the Senate returns from its August recess. Two sticking points: the cost of full repeal, and the

issue of carryover basis step-up in tax basis at death. Both concerns point toward a compromise that will retain both the estate tax (but with a higher exemption) and the step-up in tax basis at death.

- Only one out of 84 adults who died in calendar year 2003 left estates subject to federal estate taxes. Source: Tax Policy Center, Washington Post.

- The Treasury Department announced that it will reintroduce 30-Year Treasury Bonds in 2006. These so-called "long bonds" were discontinued in 2001 because, in a time of budget surpluses, they were no longer needed. With the growing federal budget deficit, however, this long-term debt instrument is again necessary. Insurers are expected to be the primary buyers of the bonds.

Mergers and Acquisitions

- Quest Diagnostics is buying LabOne in order to jump into the paramedical and risk-assessment services for life insurance companies. Quest had 2004 revenue of \$5.1 billion and 39,000 employees and LabOne had 3,100 employees and 2004 revenue of \$468 million. The lion's share of revenue came from risk-assessment services to life insurance companies, thanks to legions of LabOne employees who visit people applying for insurance policies to give them blood tests and other medical screening.

- State Life, an affiliate of OneAmerica, will purchase the life, annuity and long-term care business of Golden Rule. Both companies are in Indianapolis and employees of the financial services division of Golden Rule will transfer to OneAmerica after the sale closes. The deal will increase the assets of OneAmerica's individual insurance operations by about \$1.8 billion.

Have We Lost Our Marbles? No, we haven't, and we can prove it.

AmerUs Life has developed a new presentation to help you explain the power and potential of Indexed Life Insurance to prospective agents and clients. To help simplify the explanation, we use an analogy. Many people maintain collections these days - our analogy demonstrates how Indexed Life is similar to a game of marbles. It works like this. As you protect your "premium marbles" and capture "interest marbles," you can add them to your marble collection. As the value of your marble collection increases, you can set your marbles aside for future needs. Over several years, you can add more marbles and build up a sizable collection.

The Indexed Life presentation is available in several formats. A mini-CD was recently mailed to all AmerUs Life agents. You can order additional copies of this CD by requesting form 15671 from Supply at supply@amerus.com or (800) 718-8177. The presentation may also be viewed online and downloaded to your computer. You can find it at www.ameruslive.com by selecting from the main menu: Products >Indexed Life > Understanding Indexed Life - Multimedia.

Printed Brochure - And don't forget about the printed version of our Understanding Indexed Life brochure. It has recently been updated and includes information on...

" The advantages of Indexed Life

" How the Strategies work

" The mechanics of Indexed Life - Marble analogy

" How indexed growth is measured

" Frequently asked questions - New!

Order copies of the Understanding Indexed Life brochure today by requesting form 14888 from Supply at supply@amerus.com or (800) 718-8177.

Give our new Indexed Life "Marble" presentation a shot. You'll be glad you did!

Would You Like to Increase Your Agency's Life Production?

If so, then every producer in your agency needs a copy of our new and improved Ideas for the Sales Professional brochure. Proven and effective sales ideas are the lifeblood of a successful insurance professional. The Ideas for the Sales Professional brochure will give you smart financial solutions to present to your clients and, in turn, increase your sales.

This handy booklet explains 10 unique sales concepts in detail and provides compelling performance data on our market-leading Indexed Universal Life products. With the all-new Indexed UL Sales Idea brochure, we've revamped the six tried-and-true scenarios from our original booklet with new products and current rates. Plus, we've added four new sales ideas that your agents can apply to their practice today! The 10 situations covered include...

1) Wealth Enhancer

2) The Roth IRA Alternative

3) The IRA-RMD Dilemma

4) Control Your Destiny

5) Succession Planning

6) Gift of a Lifetime

7) "Trusting" in Life Insurance

8) CRT to the Rescue!

9) Pay the Mortgage Early

10) To Retirement...And Beyond!

Get Your Copy Today

You may order hard copies of the brochure by requesting form 15081 from Supply at supply@amerus.com or (800) 718-8177.

September is Life Insurance Awareness Month

September is Life Insurance Awareness Month and AmerUs Life is proud to be supporting this industry-wide effort. Coordinated by the Life and Health Insurance Foundation for Education (LIFE), this event encourages consumers to take stock of their life insurance needs. You'll be hearing a lot about the benefits of life insurance during the month. That's when LIFE's nationwide ad campaign will hit the airwaves, magazines and newspapers.

What's Available to You

LIFE's web site, www.life-line.org, has a wealth of information that agents can use during Life Insurance

Awareness Month. Here you'll find...

- Educational handouts and brochures
- Life insurance fact sheets and posters
- Videos on DVD with ReaLIFE stories on individuals and businesses
- Foreign language resources

You will also want to encourage your clients to visit www.life-line.org for great interactive and multimedia presentations, including...

- ReaLIFE stories of people who have benefited from life insurance
- Life insurance quizzes
- Life insurance needs calculator

Today, far too many American families endure severe financial hardship when a loved one dies. Make the most of this public awareness campaign by contacting your clients and prospects in September. Also, keep an eye on AmerUs Live for continued updates.

PLEASE CHECK OUR WEBSITE www.equityindexmarketing.com FOR MORE INFORMATION ON SALES IDEAS, POWERPOINT PRESENTATIONS EXPLAINING EQUITY INDEXED LIFE AND ANNUITY PRODUCTS AND HOW THEY WORK AND NEW MARKETS TO SELL IN.