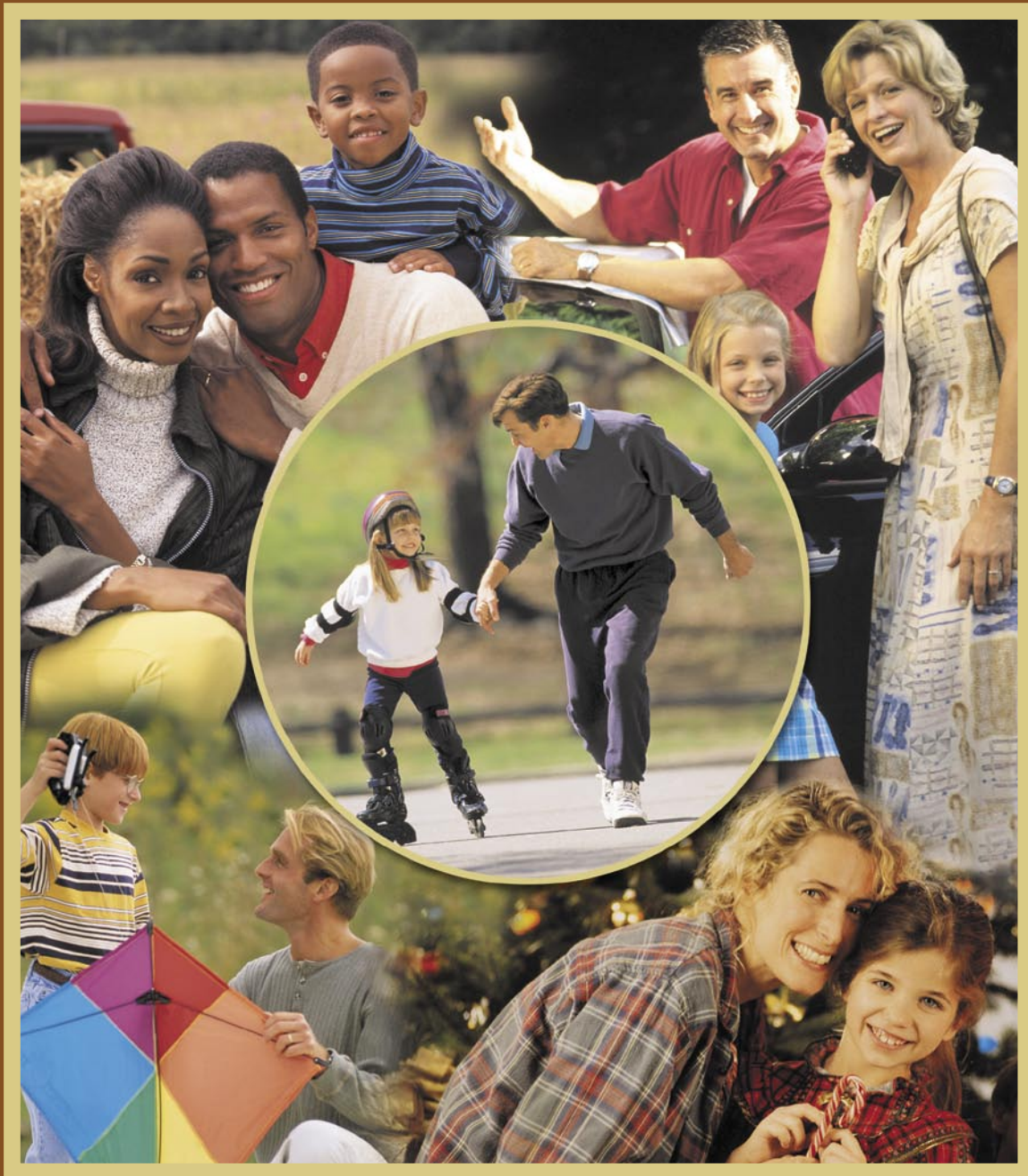




Colorado Bankers Life Insurance Company



LifeStyle Protector with *Critical Illness Benefits*

A Ten-Year Renewable and Convertible Term Life Insurance Policy with Critical Condition Accelerated Benefit Rider

LifeStyle Protector



**A living
benefits
insurance
policy. . .
A Plan
to Live By**

LifeStyle Protector[†] will pay as a lump sum, the percentage of your term life insurance benefit if you are first diagnosed with one of the following:

- Cancer (Life Threatening) 100%
- Heart Attack 100%
- Stroke 100%
- Renal Failure 100%
- Major Organ Transplant 100%
- Terminal Illness 100%

*Death from any cause is a 100% benefit.
(Except suicide during the first two years.)*

Pays in addition to any other insurance you have!

[†] Some exclusions and exceptions apply. Benefits may differ or not be available in some states. Your agent will explain the benefits available in your state.

Colorado Bankers Life Insurance Company is licensed in
48 states (except New York & Vermont) and the District of Columbia.

What is Critical Illness Coverage?

LifeStyle Protector is Term Life Insurance that pays Living Benefits to an individual upon the first diagnosis of a critical illness regardless of treatment, actual expenses or other coverage. Living Benefit payments are from all of the Life Insurance face amount and are for covered conditions diagnosed at least 30 days after the policy effective date (60 days for cancer).*

Why Critical Illness Coverage?

Almost everyone knows someone who has experienced a critical illness of some kind...and survived physically. LifeStyle Protector is designed to help people through the financial challenges associated with survival.

Critical Illnesses are real. Each year in America:

- Approximately 1.1 million people suffer heart attacks. (Source: American Heart Association, *Heart and Stroke Statistical Update, 2002.*)
- Over half a million people suffer strokes. (Source: American Heart Association, *Heart and Stroke Statistical Update, 2002.*)
- Over 1.2 million new cancer cases were estimated for diagnosis in 2001. (Source: American Cancer Society, *Cancer Facts & Figures, 2002.*)

Survival Rates Are Up!

Advanced medical technology is allowing many more people to survive critical illnesses that would have been fatal in the past:

- Between 1989 and 1999, the death rate declined approximately 24% for heart attacks and almost 13% for strokes. (Source: American Heart Association, *Heart and Stroke Statistical Update, 2002.*)
- About 4,600,000 stroke survivors are alive today. (Source: American Heart Association, *Heart and Stroke Statistical Update, 2002.*)
- The possibility of surviving a critical illness before age 65 is almost twice as great as dying. (Source: National Center for Health Statistics.)

Tax Treatment of Accelerated Living Benefit

Unlike a Death Benefit, Living Benefits may be taxable. You should consult with a tax advisor as to the taxability of any Living Benefit you receive.

Wouldn't a Check Be Better Than a Get Well Card?

Living Benefits are paid directly to you. You choose how to spend the benefit at a time when you and your family may need extra cash the most. For example:

- Home Health Care
- Cost of Care Givers
- Lost Income of Self or Spouse
- Daily Living Expenses
- Co-pays and Deductibles
- Non-covered "Experimental" Treatments
- Housekeeping or Child Care Expenses
- Maintenance of Your Family's Quality of Life

Coverage Reduction and Termination

Termination of the Life Insurance Policy will terminate Living Benefits.

Critical Illness Family Rider (Optional)

Spouse Only – With the payment of the required premium and approval by the home office, this rider provides \$10,000 of Ten Year Level Term Life Insurance and critical illness coverage upon first diagnosis of life threatening cancer, heart attack, stroke, renal failure, major organ transplant and terminal illness. The rider is guaranteed renewable every ten years and terminates at your age 70 or your spouses age 70, whichever occurs first. It is convertible to a \$10,000 renewable and convertible Term Life Policy with the Critical Condition Accelerated Benefit Rider without proof of insurability based on the premium rates at his/her then attained age.

Spouse and Child – Child coverage is only available if spouse coverage is approved. With the payment of an additional \$3.00 per month, all eligible children can be covered for \$5,000 of ten year level term life insurance and critical illness coverage for the same covered conditions as the spouse. Refer to the policy for spouse and child eligibility definitions.

The total amount paid out for death benefits and covered critical conditions under this Family Rider will not exceed \$10,000 on the insured spouse and \$5,000 per insured child. See the covered conditions and definitions and outlined in this brochure. Benefits may vary by state.

* May vary by state

Covered Conditions & Definitions

Life-Threatening Cancer – The manifestation of a malignant tumor (a tumor which is not encapsulated and has properties to infiltrate and cause metastasis) including leukemia and Hodgkin's Disease (except Stage 1 of Hodgkin's Disease). The disease must be supported by historical evidence of malignancy.

Heart Attack – Death of a portion of the heart muscle (myocardium) resulting from blockage of one or more coronary arteries.

Stroke – Any acute cerebral vascular accident producing neurological impairment and resulting in paralysis or other measurable objective neurological deficit persisting for at least 30 days.

Renal Failure – End stage renal failure presenting as chronic irreversible failure of both kidneys to function, as a result of which regular renal dialysis is instituted or renal transplantation is carried out.

Major Organ Transplant – The actual undergoing of transplantation of heart, lung, liver or bone marrow, but not as the donor.

Terminal Illness – Advanced or rapidly progressing incurable disabling terminal illness where, based on our investigation, the life expectancy is no greater than twelve (12) months.

If CBL approves your application and you have paid the premium, authorized payroll deduction, or authorized bank draft term life insurance coverage (death benefits only) will begin as of the date you signed the application.

Other eligible covered conditions must be first diagnosed at least 30 days (60 days for cancer) after the policy effective date shown on the policy specification page.*

** May vary by state*

This brochure provides highlights only. Your policy will provide a full explanation of benefits, limitations, exclusions and other features of this coverage.

Benefits may differ or not be available in some states. Your agent will explain the benefits available in your state.



5990 Greenwood Plaza Boulevard
Greenwood Village, Colorado 80111
(303) 220-8500 • (800) 367-7814
www.cblnet.com