

Product

PruLife Founders Plus Update

At Prudential, we continuously review the crediting rates and caps on our life insurance products. The index caps and the max illustrated rates for PruLife Founders Plus are changing. The new caps will be effective for segments starting after 7/1/2017 and our illustration system will be updated on 6/26/2017.

New Business and Inforce for product versions below

Product and Version	Account/Change	Current	New	Max Illustrated Rate
PruLife Founders Plus	Plus 100	9.25%	9.50%	5.82
PruLife Founders Plus	Plus 50	5.75%	6.00%	5.32

Inforce only

Product and Version	Account/Change	Current	New
PruLife Founders Plus - 2014 & 2015 versions	Plus 50	5.75%	6.00%

If you would like more information or to obtain a new business illustration, please contact the national sales desk at 1-800-800-2738 option 1.

PruLife Founders Plus UL is issued by Pruco Life Insurance Company in all states except in New York, where, if available, it is issued by Pruco Life Insurance Company of New Jersey.

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