



Vivian Cheng
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January 29, 2018

Al Herman
BB&T Life Insurance Services & Insurennow Direct
4135 North Front Street,
Harrisburg, PA 17110

Re: Discontinuation of MyTerm[®] and MyLegacy[®] product sales effective March 1st, 2018

Dear Al,

As previously communicated on Dec. 27, 2017, Prudential will discontinue sales of its MyTerm and MyLegacy products effective March 1, 2018.

Attached please find the Business Discontinuation Rules that have been established for applications in process but not placed following the final submission date of Feb. 28, 2018.

Key contact information is also included for your convenience.

Please be reminded that Marketing Materials supporting these products including, but not limited to, online content will expire effective March 1st. Distribution of these materials must be discontinued and all online content referencing these products should be removed in advance of the March 1st product discontinuation date.

We remain committed to delivering innovative products that meet your customers' needs and hope you will consider Prudential as your carrier of choice for future initiatives.

Sincerely,

A handwritten signature in cursive script that reads "Vivian Cheng".

Vivian Cheng

Business Discontinuation Rules

MyTerm and MyLegacy January 2018

On Thursday, March 1, 2018, Independent Channel sales of MyTerm and MyLegacy will be discontinued in all states.

DISCONTINUATION RULES

Important Submission and Placement Dates

- ☐ **February 28, 2018** Last day that an application in good order, generated by a producer or a customer, can be received by Prudential. Applications received after this date will not be accepted.
- ☐ **April 30, 2018** Last day that a policy can be placed. (March 18, 2018 for MyLegacy policies issued in New York.)
- ☐ **May 30, 2018** Access to DLS Producer Platform is shut down.
- ☐ **May 31, 2018** Automatic renewals of State Appointments for firms and producers will be eliminated.

Important Producer/Firm Policy Information Access

- Producers and firm representatives who have had previous access to the MyTerm/MyLegacy Console, will continue to have access to policyholder information until May 30th, unless Prudential is requested to remove such access, sooner, by the firm.
- Producers and firm representatives who have had previous access to the MyTerm/MyLegacy Console may continue to download policy documents as required until May 30th, unless Prudential is requested to remove such access, sooner, by the firm.
- Firms will continue to receive weekly MyTerm and MyLegacy sales reports through Saturday, May 5th. Final reports will include placed business through April 30th.
- Policyholder information and Self-Service tools will remain available on <https://www.Prudential.com>. Policyholders may login and manage their account online

Important Phone Numbers and Contact Information

Prudential is committed to providing ongoing support for the MyTerm and MyLegacy products for our Producers and Policyholders.

*Questions regarding the discontinuation of MyTerm and MyLegacy products: **Producer Help Desk at 1-877-869-1062** (M-Th. 9am-7pm, Fri. 9am-10pm, Sat., 10am-4pm).*

Important Phone Numbers and Contact Information, continued

Producer

*Producer Post Issue Service: **1-800-782-5356** (M-F, 8am-7pm)*

*Commission Status: **1-877-782-7654 (prompt 2) or email: psb.compensation.experts@prudential.com** (M-F, 7am-4pm)*

Policyholder

*Policyholder Post Issue: **1-800-778-2255** (M-F, 8am-8pm)*

*Customer/Policyholder Self Service Support: **1-877-778-2755 (M-F, 9am-6pm), or <https://www.prudential.com>***

All Times Eastern Standard Time