

December 19, 2016

Dear colleagues:

Today, Lincoln Financial Group informed us of two important product updates to their Life Insurance business that we wanted to share with you.

1. **Lincoln will be making pricing improvements to *Lincoln Life Elements*[®] Level Term and *Lincoln TermAccel*[®]** in the First Quarter 2017 that will solidify “top 3 carrier” competitiveness in each product’s target market, with the lowest price in select scenarios. While details are still being finalized which they will announce in January, we are excited to share this news with you today.
2. **Lincoln has updated its current Term Conversion guidelines for policies with an effective date prior to September 12, 2016.** In addition to the reinstatement of full commissions for Term Conversions in policy years two and later which they announced in October, Lincoln will be introducing a current assumption UL product in February that in most cases will be the only conversion option available for policyholders with a Term product introduced prior to April 2007.

Lincoln is committed to the Term market, and providing advisors and clients with a strong line-up of competitively priced Term products and innovative process and underwriting approaches that make obtaining coverage faster and simpler. They also recognize the important role Term Conversions may play with some policyholders and Lincoln is committed to meeting their permanent insurance needs.

Lincoln representatives stand ready to answer any questions you have on either of these changes, and are here to assist with any service required.

Regards,

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