

Introducing the only first-to-die UL on the market

Ensuring Spousal Protection

> THE CUSTOMERS

Nancy and Jack are both 45 years old and in good health, but have been thinking lately about the financial impact on the surviving spouse if one of them should die. Since they both work to support their household, they believe they would each need a policy in order to insure adequate income replacement for the other. They're considering universal life products because they like the security of permanent protection and a reliable return on cash value, but are concerned that buying two policies with adequate coverage for their needs would mean substantial premium expense.

> THE GOAL

Nancy and Jack are looking for a cost-effective way to protect the lifestyle and financial security of the surviving spouse if one of them should die, with coverage that provides an opportunity for steady cash accumulation over time.

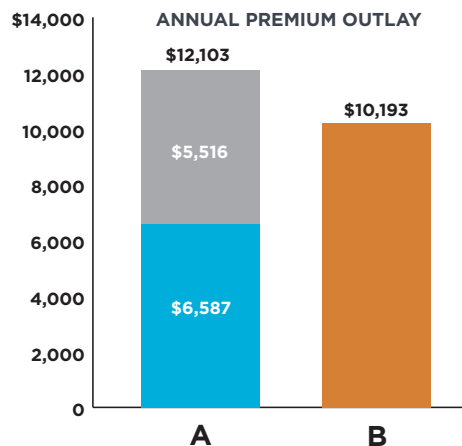
> THE SOLUTION

Nancy and Jack should consider purchasing a Phoenix Joint Advantage universal life policy that can cover them both under one policy and one premium payment. It pays a death benefit on the first death, and, if they choose to add the Survivor Purchase Option Rider¹ to their policy, the surviving spouse will be able to buy a new Phoenix policy at that time with no need for medical evidence of insurability. With a Phoenix Joint Advantage UL policy, customers such as Nancy and Jack can meet their need for dual income replacement and stable accumulation at a cost they can afford. The graph below illustrates how the annual premium outlay of two individual UL policies compares to one Phoenix Joint Advantage UL policy.

PHOENIX JOINT ADVANTAGE UL VS. TWO INDIVIDUAL UL* POLICIES

NANCY AND JACK, BOTH AGE 45
FACE AMOUNT: \$1 MILLION
RISK CLASS: PREFERRED PLUS

LEVEL PREMIUM TO ENDOW AT MATURITY
ILLUSTRATED AT CURRENT CREDITING RATE OF 5%



A: Combined annual premium cost of two individual UL policies*

B: Annual premium cost for one Phoenix Joint Advantage UL policy with Survivor Purchase Option Rider¹ **16% annual savings over two individual policies.**

*For comparison purposes, Phoenix Accumulator UL[®] is used here. Comparisons are meant to show cost savings only; Phoenix Joint Advantage UL does not completely replace two UL policies.

1. Rider is optional and involves added cost. Riders and features are subject to policy terms and state availability.

This is a hypothetical example and is used only to describe how this strategy may work. Which strategy works best for clients will depend on their individual facts and circumstances. Actual results will vary. Any representation of life insurance premium or death benefit is purely hypothetical in amount and is not a guarantee of cost or death benefit now or in the future from a specific life insurance policy. Clients should receive a personalized illustration that reflects all applicable fees and charges, including the cost of insurance.

> THE PRODUCT

Phoenix Joint Advantage UL is the only universal life product on the market that covers two lives and pays on the first death. It offers:

- > Substantial premium savings over two separate UL policies
- > Flexible design options to meet the individual needs of customers
- > Steady cash accumulation potential with persistency bonus in years 11+

A Phoenix Joint Advantage UL policy is a cost-effective solution for couples who want to protect their financial security and build reliable cash value for long-term goals.

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Phoenix Joint Advantage UL (policy form O9FTDUL or ICC09FTDUL) is issued by PHL Variable Insurance Company (PHLVIC) (Hartford, CT). PHLVIC is not authorized to conduct business in New York, Maine or Puerto Rico. In New York, Maine and Puerto Rico, Phoenix Joint Advantage UL is issued by Phoenix Life Insurance Company (East Greenbush, NY). Payments and guarantees under the policy are subject to the claims-paying ability of the issuing insurance company.

The insurers referenced above are separate entities and each is responsible only for its own financial condition and contractual obligations.

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