



# 2<sup>ND</sup> TRIMESTER MARKETING eKIT

## Turning Life's Challenges into Opportunities

Prudential can help you turn your life insurance challenges into sales opportunities. Our 2nd Trimester 2012 Sales Kit gives you the most up-to-date product information and marketing tools to help you make the sale.



The **Product** section will show you Prudential's protection product portfolio, including competitive comparisons and sales ideas. Be sure to check out our newest product, **PruLife® Index Advantage UL (Advantage UL)**. [Click here](#) for an updated state approvals list—New! Advantage UL is now ready to sell in NJ, NY and MO!

The **Marketing** section includes updates on our underwriting, service and marketing offerings. This section includes our popular **Underwriting Overview** brochure—now updated with more information than ever!

Our sales kit offers a world of information. Just click on any link below to get started.

### 2nd Trimester 2012 Sales Kit

PruLife® Index Advantage UL	Product
<a href="#">Advantage UL Launch Kit</a>	<a href="#">Portfolio Overview</a>
	<a href="#">ROP Term "10 Ideas in 10 Minutes"</a>
<b>Marketing</b>	<a href="#">ROP Equivalent Return Flyer (ERR)</a>
<a href="#">Business Planning eKit Overview</a>	<a href="#">SUL Sales Idea: Taxes in Death</a>
<a href="#">"10 in 10" Overview</a>	<a href="#">SUL Success Story: Pru &amp; You</a>
<a href="#">Institutional Opportunities</a>	<a href="#">UL Protector Sales Idea: Equalization</a>
<a href="#">Underwriting Overview</a>	<a href="#">WL 65 Sales Idea: How to Position</a>
<a href="#">iGo E-App</a>	<a href="#">ROPT Competitive Comparison</a>
<a href="#">Building Industry Service &amp; Technology</a>	<a href="#">SUL Competitive Comparison</a>
<a href="#">XRAE Underwriting</a>	<a href="#">UL Protector Competitive Comparison</a>
	<a href="#">Term Competitive Comparison</a>
	<a href="#">Mobile Quote Capability</a>

Let us know your thoughts! [CLICK HERE](#) to take our quick online survey.

Be sure to log on to [www.pruxpress.com](http://www.pruxpress.com) to learn more.

PruLife Index Advantage UL, PruLife SUL Protector, PruLife UL Protector, and PruTerm WorkLife 65 are issued by Pruco Life Insurance Company in all states except New York, where, if available, they are issued by Pruco Life Insurance Company of New Jersey. PruLife® Return of Premium Term is issued by Pruco Life Insurance Company in all states except New Jersey and New York, where it is issued by Pruco Life Insurance Company of New Jersey. All are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations.

All guarantees are subject to the financial strength and claims-paying ability of the issuer. These products may not be available in all states. All benefits, riders, and product features may not be available in all states. Additional limitations may apply based on age and underwriting. Underwriting rules are subject to change at the issuer's discretion.

This material is designed to provide general information in regard to the subject matter covered. It should be used with the understanding that we are not rendering legal, accounting, or tax advice. Such services should be provided by the client's own advisor. Accordingly, any information in this document cannot be used by any taxpayer for purposes of avoiding penalties under the Internal Revenue Code.

**NOT FOR CONSUMER USE.**

© 2012 Prudential Financial, Inc. and its related entities.  
0224867-00001-00 Ed. 05/2012 Exp. 11/14/2013

**Securities and Insurance Products:** Not Insured by FDIC or Any Federal Government Agency. May Lose Value. Not a Deposit of or Guaranteed by Any Bank or Bank Affiliate.

This marketing material is subject to an expiration date and use of this material must be discontinued as of the expiration date. If you prefer not to receive further email messages from us, please click the reply button, replace the subject field with the word REMOVE, and click the send button. You will receive verification confirming your removal. If you wish to add individuals in your organization to this distribution list or change your email address, simply reply to this note.