

Impress your clients with your new portable DVD player

Equita Final Expense Services is offering you a new portable DVD player if you place at least \$15,000 of Ultra Protector premium in the next two months. DVD Players will be awarded based on the following criteria:

- ◆ \$15,000 of net paid, annualized Ultra Protector Series premium
- ◆ Premium paid between May 1, 2008 and June 30, 2008



Americo's new Ultra Protector SeriesSM is taking final expense to the next level. You can use your new DVD player to show the new Ultra Protector Series video to your clients.

Product highlights:

- ◆ Three products to fit different situations:
 - Ultra Protector I - Full death benefit
 - Ultra Protector II - 2-year graded death benefit¹
 - Ultra Protector III - 3-year graded death benefit¹; guaranteed issue
- ◆ Full death benefit payable for accidental death
- ◆ Face amounts from \$2,000 to \$30,000
- ◆ Children's Term and Terminal Illness Accelerated Benefit Riders available on Ultra Protector I¹
- ◆ Coverage cannot be cancelled because of age or health
- ◆ Guaranteed level premiums
- ◆ No medical exams²
- ◆ Every client can qualify for coverage^{1,3}

Player Specifications:

Sony Portable DVD Player DVP-FX820

CD/DVD Player

8" Widescreen LCD

High Resolution (800X480) and Swivel Action

Supplied Accessories:

6-Hour Rechargeable Battery

In-Car Charger

AC Adaptor

Audio/Video Cable

Slim & Compact Remote Control

Call us today for more information:

800.765.0711 x461

1) State variations apply. 2) Application contains medical questions, but no medical exam is required. 3) Subject to issue age limits and state availability. Ultra Protector Series (Policy Series 281/282/283/284), Accelerated Benefit Payment Rider (Rider Series 2146), and Children's Term Rider (Rider Series 2147) are underwritten by Americo Financial Life and Annuity Insurance Company (Americo), Kansas City, MO and may vary in accordance with state laws. Some products and benefits may not be available in all states. Some riders are optional and may be available at an additional cost. Certain restrictions and variations apply. Consult policy and riders for all limitations and exclusions.

Paid premium is defined by Americo as first-year annualized premium less any first-year terminations. During May 1, 2008 – June 30, 2008, qualifiers must have a net of at least \$15,000 paid premium to be awarded a free portable DVD player. This contest is solely sponsored by Equita Financial Services, and the operation and results of the promotion are strictly the responsibility of Equita Financial Services. Agents must be in good standing with Equita Financial Services and Americo at the time of prize distribution.