



Real People.
Real Answers.
Real Quick.®

You want financial security — for *whatever* life may bring

Dear Sample,

If you're like most people, you think of life insurance as financial protection against the chance of dying sooner than expected. But for most of us, a threat to financial security may come from the opposite direction — from living a good long life.

As Americans live longer, we're seeing an increased need for skilled care and assisted-living services. These may not be covered by health insurance or Medicare, but they are necessary — especially for those who want to live independently in their own homes as long as possible.

COUNTRY offers Long Term Care coverage as an option you can buy with life insurance. If you die sooner than expected, the death benefit is paid to your beneficiary. But if you live a good long life, you can elect to use the death benefit for long term care services that you need. This is why we call it flexible financial protection.

Would a Long Term Care option make sense for you? I can explain how the coverage works — in plain, understandable terms. Then you'll have the information you need to decide.

Call today, or mail in the reply card. I'd like to help answer your questions about Long Term Care: <000 000 0000>.

Sincerely,

Joan Q. Agent



Joan Agent
123 Main
Address line2
Phone
Anytown, AK 99999-9999
Email



At COUNTRY,
we understand:

- You want the right coverage and the best rate
- You want a company you can rely on
- You deserve personal service

*Policies issued by COUNTRY MUTUAL INSURANCE COMPANY®, COUNTRY CASUALTY INSURANCE COMPANY® or COUNTRY PREFERRED INSURANCE COMPANY®, Bloomington, IL.

Long Term Care option: ID — LTCAB (ID03/06), OK — LTCAB (OK03/06), OR — LTCAB(OR03/06), TN — LTCAB(TN03/06) Residual option: ID, OK, OR, TN — RLIB (03/06) Life policy: OR — WL (OR12/04), TN — WL (TN04/06) Waiver of Premium and Residual Option: ID, OK, OR, TN — WPRLIB (03/06)

Long Term Care is for all ages

You may not be old enough to qualify as a "senior," but many people require long term care services even before retirement age — for example, for rehabilitation from an injury.

- Flexible financial protection
- Lower premium than for two separate policies
- Lower premium for young or middle-age

Call for information about life insurance with Long Term Care coverage from COUNTRY, or mail in the reply card today!

DETACH ALONG DOTTED LINE AND RETURN. NO POSTAGE NECESSARY.



Yes I would like more information and a FREE quote on Long Term Care Coverage with life insurance from COUNTRY. There is no obligation. This is a request for information only.

You can call me at: Home Work Phone: _____

Best time to reach me: AM _____ PM _____

Name to ask for if different than below: _____

Signature: _____ Date: _____

Sample A. Sample
321 Elm Street
Apt 101
Anytown, AK 99999-99999



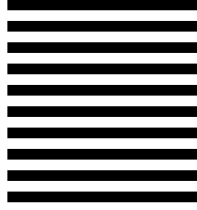
Country Insurance & Financial Services
One Hardman Drive
Bloomington, IL 61701-9875

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BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO.900 BLOOMINGTON, IL



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



- *Your COUNTRY agent is here to help...*
- Helpful information
- Easy to talk with
- No pressure to buy



<Endorsement line>
Client Name
Address line 1
Address line 2
City, State 12345

123-456-789

Concerned about potential costs of nursing and assisted living services?

Insurance & Financial Services



Agent Name
Address line 1
Address line 2
City, State ZIP

Presorted
First-Class Mail
US Postage
PAID
Bloomington, IL
Permit No. 21



What if you live to a ripe old age?

Adding Long Term Care coverage to life insurance is a practical option.



Insurance & Financial Services