



SBLI's Big Game in The Big D Contest

From the Ultimate Life insurance Partner Comes the Ultimate Contest!

In sports and in business, it takes teamwork to achieve goals. Not only does teaming up with SBLI help you drive business, it also could earn you the trip of a lifetime—two tickets to Super Bowl XLV in Dallas, Texas on February 6, 2011!

GETTING INTO THE END ZONE

Along with each life application submitted on or after November 1, 2010, pick one team you think is bound for the big game by using the "Pigskin Prognosticator" form. If a qualifying application results in a policy that is paid by January 2, 2011, and the team on its associated "Pigskin Prognosticator" form wins a berth to Super Bowl XLV, you score a touchdown! A touchdown gives you one chance to win a trip for you and a guest to Super Bowl XLV! With each qualifying application you may select the same or different teams. Just remember that when the dust settles on the gridiron, there will only be two teams left standing so you'll have to draw up a good game plan. The more touchdowns you score, the more chances you will have to win the "SBLI Big Game" drawing!

TWO EXAMPLES OF WAYS TO SCORE

1. Brett Broker submits 25 qualifying applications that are issued and paid during the contest period. He selects his favorite team with 10 applications, his second favorite team with 5 applications, and he spreads the ball around over the remaining 10 applications. His favorite team does not make the Super Bowl, but his next favorite and another of the teams he selected does. Brett scores six touchdowns and thus gets six chances to win SBLI's Big Game Contest.
2. Peyton Producer has 15 paid qualifying applications during the contest period and selects his top team 5 times, his second team 5 times and a third team 5 times. Peyton's first two picks win Super Bowl XLV berths and yield him 10 touchdowns—that's 10 chances to win!

IT'S ALL ABOUT EXECUTION

With each life insurance application submitted on or after November 1, 2010, complete a "Pigskin Prognosticator" form selecting one (1) NFL team; include a copy of page one of the qualifying application's part one; fax the form and a copy of page one of the life application to 781-994-5569; make sure all qualifying applications are paid by January 2, 2011; SBLI will track all qualifying applications and draw a winner!

JUST WIN BABY!

Give yourself the best chance to win by playing to your strengths. Anyone can win on any given Sunday, but you can stack the odds in your favor by building up a strong roster of as many qualifying applications as you can!

OFFICIATING

Yeah, yeah, we know. But rules and referees are a necessary evil. Trust us; they are there for your own good! See the rules and disclosures for the right way to play the game.



SBLI Big Game Contest Rules and Definitions

RULES

Contest Eligibility: Only Producers contracted with SBLI through brokerage general agencies are eligible for the "SBLI Big Game" contest. Only life insurance applications submitted on or after November 1, 2010 and issued and paid by January 2, 2011 will qualify for the contest. Annuities and term conversions will not count toward the "SBLI Big Game" contest.

Policy Terminations: Up to the date of the "SBLI Big Game" drawing, termination for any reason of a producer's qualifying policies will result in a proportionate reduction of his or her chances to win.

Good Standing: Participation is reserved exclusively for actively licensed and contracted SBLI producers who are in good standing with the company and compliant with all the terms of their SBLI producer's contract. To participate in the "SBLI Big Game" drawing, producers may not have a negative commission balance at the time of the contest drawing.

Winner Selection: SBLI Management will announce the date of the "SBLI Big Game" drawing and will determine the number of chances each eligible participant has earned based on calculated results. Winner will be announced within a reasonable timeframe after the contest drawing.

Substitutions: Any prize won in connection with the "SBLI Big Game" contest is not transferable and no cash equivalent will be given in lieu of such prize.

Taxes: SBLI will follow IRS guidelines regarding tax reporting in connection with this contest.

Arms Length: Policies written on producers or family members will not count toward this contest.

Policies and Procedures: All sales and marketing activities must comply with SBLI's policies and procedures, including those relating to suitability.

DEFINITIONS

Issued and Paid Policy: A policy that has been approved and for which the full premium required has been received by SBLI.

Qualifying Application: A life application submitted and received by the company on or after November 1, 2010.

Touchdown: A qualifying application that resulted in a paid policy by January 2, 2011, and whose associated "Pigskin Prognosticator" form contains an NFL team that secured a berth to Super Bowl XLV. Each touchdown gives the player one chance in the "SBLI Big Game" drawing.

Contest is for SBLI distribution partners only. Not for general public.



Pigskin Prognosticator

From the Ultimate Life insurance Partner Comes the Ultimate Contest!

Got an SBLI life insurance application to submit? Think you know who's going to the big dance next January?

Well then, sounds like you're ready for some FOOTBALL! Just complete this form and fax it along with a copy of page one of the life application to SBLI at 781-994-5569 and get on the field to play the "SBLI Big Game"!

Please, only one team may be selected per form, and only one form may be submitted with each application. Just complete this form and fax or email it to brokerage@sbli.com along with a **copy of page one of the life application**.

Producer Info

YOUR NAME

AGENT ID

STREET ADDRESS

CITY

STATE

ZIP CODE

EMAIL

DAYTIME PHONE

MOBILE PHONE

YOUR GA'S NAME

Insured Info (Please fax a copy of page one of part one with this form.)

NAME

DOB

Team Selection (Enter only one NFL team per form.)

TEAM NAME

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