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Vantis Life Enhances Simple Issue Term Product

Vantis Life Insurance Company today announced that its simplified issue term life insurance product, known as "Super EZ," will see a handful of changes that make it easier to sell – and buy. Super EZ is sold in banks by licensed bankers and financial advisors and is available direct to consumers via the Vantis Life website at <http://www.vantislife.com>.

New features for this "no-medical" term life insurance include:

- Higher maximum coverage amounts (was \$250,000, will now be \$300,000 for level term periods of 10, 15 or 20 years)
- The product is now "banded" to provide even better rates at coverage amounts of \$100,000 and above
- Application is reformatted for ease of processing and faster decisions (pharmaceutical check in real-time allows for faster decisions)

"The new Super EZ product is easier to sell, and buy, with the higher coverage amounts and no-medical underwriting," said Craig Simms, Senior Vice President of Marketing at Vantis Life. "For customers who want to protect their families and prefer not to go through traditional underwriting, this product fits the bill."

Vantis Life is primarily focused on providing financial institutions and their customers with a variety of life insurance and annuity products. These products are offered by licensed bankers via an award-winning online process and supported by best-in-class wholesaling and access to Vantis University, the company's exclusive online, WebEx and in-person training and development resource.

About VantisLife

Vantis Life Insurance Company was established in 1942. From its inception, the company's primary goal has been to provide families with affordable life insurance and annuity products available through their financial institution. With \$5 billion of life insurance in force, more than \$900 million of assets and a rating of A-(Excellent) from A.M. Best, Vantis Life prides itself on providing simple, easy-to-afford

products to middle and upper middle income families. Sales and marketing information is available at 1-866-826-8471 or <http://www.vantislife.com/able>.