

# LifeTIMES Bulletin



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July 1, 2013

## **Important Announcement: Timeline for Upcoming Changes to The Hartford's life insurance Product Portfolio**

### *Transition to Prudential Products and Closure of Most Products from The Hartford*

On January 2, 2013, The Prudential Insurance Company of America completed the purchase of the life insurance business of The Hartford Financial Services Group, Inc. (The Hartford). In order to provide a more streamlined product portfolio which reflects the financial ratings of Pruco Life and Pruco Life of New Jersey, both Prudential Financial companies, we are pleased to move to the next phase of business integration towards a 'best in breed' portfolio.

The goal of this communication is to provide you with sufficient time to work with your Prudential representative to ensure a smooth transition to the Prudential product portfolio. In particular, this communication will provide details surrounding the closing of most life insurance products from The Hartford as of October 4, 2013

**Introduction of Prudential Products:** As we move towards the closure date of life insurance products from The Hartford, we will provide complete and detailed information regarding Prudential products, service and marketing support. The integration of The Hartford's life insurance business to Prudential will span over the next 18 months, and we will be communicating frequently with updates. We are excited about how this transition will help grow your life insurance business.

#### **I. Timeline – Please note the following important dates:**

1. **August, 2013** – Transition to combined Prudential product portfolio begins
2. **October 4, 2013** – Last day to submit applications on closing life insurance products from The Hartford
3. **October 7, 2013** - As of this date, the Prudential product portfolio will now include several life insurance products from The Hartford

#### **II. Product Closures on October 4, 2013:**

The following products will be closing on **October 4, 2013**:

- Hartford Bicentennial UL Freedom® 2013\*
- Hartford Bicentennial UL Joint Freedom® II 2013
- Hartford Frontier 2012 Indexed UL
- Hartford Frontier Indexed UL
- Hartford Bicentennial UL Founders II
- Hartford Leaders VUL Liberty 2012
- Hartford Leaders VUL Liberty
- Hartford Leaders VUL Legacy
- Hartford Leaders VUL Joint Legacy II
- Hartford Bicentennial Term 10, 15, 20, 30
- Hartford ExtraOrdinary Whole Life®
- All prior versions of any of the above product that may be available

\* Hartford Bicentennial UL Freedom<sup>®</sup> 2013 may continue to be available in certain states after October 4, 2013. More information will be supplied on any extensions closer to the transition date.

As of **October 7, 2013**, firms and producers will transition to the Prudential products, under a Prudential selling agreement. In addition, the following products from The Hartford will continue to be available for sale, along with all riders currently available on the product, in the new, combined Prudential and The Hartford product portfolio:

- Hartford Bicentennial UL Freedom<sup>®</sup> 2013 (in certain states **only**)
- Hartford Founders Plus UL
- Hartford Joint Founders Plus UL
- Annual Renewable Term

\*\* Please see attachment for Product Portfolio reference chart.

### III. The Hartford Product Closure Transition Rules

To request a closing product, all Formal Application Paperwork must be received no later than **October 4, 2013**. Applications that do not meet the following requirements will be returned and the client will receive notification.

October 4, 2013 will be the last receipt date for the New Business department to receive an application for a closing product from The Hartford. Additionally:

- Applications must be Formal with all appropriate signatures
- Applications of any type received after October 4, 2013 for a closing product will be returned
- **Trial and Informal Applications** previously submitted must have the Formal Application received **no later than October 4, 2013**
- **Trust TBD applications** will not be accepted as a placeholder on closing products as the owner (the trust), is not able to sign the application and it would be determined not to be in good order
- **Regulation 60** paperwork must be initiated and completed and the Formal Application submitted by **October 4, 2013** in order to receive a closing product
- There is currently **no Issue Date cutoff** for policies to be generated for closing products. Any issue date cutoffs will be determined in the first quarter of 2014 and will apply to business submitted prior to the **October 4, 2013** cutoff date.

### IV. New Business and Underwriting for Remaining Life Insurance Products from The Hartford

Additional information on new business submission and underwriting for the remaining products from The Hartford available for sale after **October 4, 2013** will be provided to you in the 30-60 day period prior to this date.

### V. Marketing Materials

- A limited selection of marketing materials will continue to be available to support the remaining available life insurance products from The Hartford. These materials will be updated as needed.
- Product brochures and select supporting material will continue to be available after **October 4, 2013**, to assist with completing any pending business for closing life insurance products from The Hartford.

### VI. Illustration Capability

- After the **October 4, 2013** closure date, the Merlin illustration system will continue to be available to producers for the remaining available life insurance products from The Hartford.
- The Merlin illustration system will continue to be available to complete pending business for closing life insurance products from The Hartford. Winflex will continue to be available for those who currently use it.

### VII. Applications for life insurance products from The Hartford

- There are no changes to our applications at this time. The long form and short form application continue to be available for use on new business written for permanent products. The Request for Term Insurance or short form application will continue to be available for use on new business written for term products.

#### **VIII. Policy Forms**

- Policy forms for closing products will not be revised.

#### **IX. State Approvals**

- There are no state filings or approvals associated with the product closures.

#### **X. Commission Schedule**

- Commission schedules for The Hartford products will not be updated for the closing products at this time. Current commission schedules will remain in effect for sales of the remaining life insurance products from The Hartford.

#### **XI. Term Product Conversion to Permanent product**

- Term Conversions will be available on life insurance products from The Hartford that continue to be available for sale.

#### **XII. Internal Exchange from Permanent to Permanent product**

- Internal Exchanges will be available on life insurance products from The Hartford that continue to be available for sale.

#### **XIII. Issue First<sup>®1</sup>**

- Issue First<sup>®</sup> will be available on life insurance products from The Hartford that continue to be available for sale after **October 4, 2013**.
- Electronic Policy Delivery will no longer be available as of **July 1, 2013** for any product from The Hartford.

#### **XIV. Issue Paid**

- Issue Paid will be available on life insurance products from The Hartford that continue to be available for sale after **October 4, 2013**.

### **Questions?**

**If you have any questions, please call your representative or the National Sales Desk at (800) 800-2738.**

<sup>1</sup>Issue First<sup>®</sup> technology and processes are patented under U.S. Patent No. 8,224,667.

Prudential Financial, Inc. acquired through a reinsurance transaction the individual life insurance business of The Hartford Financial Services Group, Inc. (The Hartford), effective January 2, 2013.

Insurance policies offered as a result of this transaction are administered by The Prudential Insurance Company of America, but are issued and backed by the claims paying ability of the issuing companies of Hartford Life Insurance Company (New York) and Hartford Life and Annuity Insurance Company (outside of New York), Simsbury, CT. The mailing address for both issuers is P.O. Box 2999, Hartford, CT 06104-2999. These issuing companies are subsidiaries of The Hartford.

The Hartford's variable life insurance products are distributed by Hartford Equity Sales Company, Inc. (HESCO), a broker/dealer affiliate of The Hartford.

The Hartford®, the Stag logo, and Hartford-inclusive names are used under a license with Hartford Fire Insurance Company, a subsidiary of The Hartford.

**Hartford Bicentennial UL Freedom® 2013** is a flexible premium universal life insurance policy. HLI policy form # HL-19357(12)NY. HLA Interstate Compact policy form # ICC12-1382. HLA non-Interstate Compact policy form # LA-1382(12) and may include state abbreviations. Features may vary by state.

**Hartford Bicentennial UL Joint Freedom® II 2013** is a last survivor flexible premium universal life insurance policy. HLI policy form # HL-19359(12)NY. HLA Interstate Compact policy form # ICC12-1384. HLA non-Interstate Compact policy form # LA-1384(12) and may include state abbreviations. Features may vary by state.

**Hartford Joint Founders Plus UL** is a last survivor flexible premium universal life insurance policy. HLI policy form # HL-19355(12)NY. HLA Interstate Compact policy form # ICC12-1379. HLA non-Interstate Compact policy form # LA-1379(12) and may include state abbreviations. Features may vary by state.

**Hartford Founders Plus UL** is a flexible premium universal life insurance policy. HLI policy form # HL-19323(11)NY. HLA Interstate Compact policy form # ICC11-1366. HLA non-Interstate Compact policy form # LA-1366(11) and may include state abbreviations. Features may vary by state.

**Hartford Frontier 2012 Indexed UL** is a Flexible Premium Universal Life insurance policy. HLI policy form # HL-19337(12)NY. HLA Interstate Compact policy form # ICC12-1377. HLA non-Interstate Compact policy form # LA-1377(12) and may include state abbreviations. Features may vary by state.

**Hartford Frontier Indexed UL** is a flexible premium adjustable life insurance policy with an index-linked interest crediting feature. HLI policy form #HL-19288(10)(NY). HLA Interstate Compact policy form #ICC10-1342. HLA non-Interstate Compact policy form #LA-1342(10) and may include state abbreviations.

**Hartford Bicentennial UL Founders II** is a flexible premium universal life insurance policy. HLI policy form # HL-19263(08)(NY)Rev. HLA policy form # LA-1308(08)Rev and may include state abbreviations. Features may vary by state.

**Hartford Leaders VUL Liberty 2012** is a flexible premium variable universal life insurance policy. Interstate compact policy form #ICC12-1375. HLI policy form # HL-19348(12)(NY). HLA policy form # LA-1375(12) and may include state abbreviations. Features may vary by state.

**Hartford Leaders VUL Liberty** is a flexible premium variable universal life insurance policy. HLI policy form #HL-15898(03)(NY). HLA policy form #LA-1240(03) and may include state abbreviations. Features may vary by state.

**Hartford Leaders VUL Legacy** is a flexible premium variable universal life insurance policy. HLI policy form # HL-15894(03)(NY). HLA policy form # LA-1238(03) and may include state abbreviations. Features may vary by state.

**Hartford Leaders VUL Joint Legacy II** is a last survivor flexible premium variable universal life insurance policy. HLI policy form # HL-19217(06)(NY). HLA policy form # LA-1287(06) and may include state abbreviations. Features may vary by state.

**Hartford Bicentennial Term 10, 15, 20, 30** - HLI policy form # HL-19209(06)(NY)Rev1. HLA policy form # LA-1276(06) and may include state abbreviations. Features may vary by state.

**Hartford ExtraOrdinary Whole Life®** is a non-participating whole life insurance policy. HLI policy form # HL-19250(07)(NY)Rev. HLA policy form # LA-1310(07) and may include state abbreviations. Features may vary by state.

**Annual Renewable Term-** HLI policy form #HL10261(06)U. HLA policy form # ILA1018(06)U and may include state abbreviations. Features may vary by state.

Prudential insurance is issued by The Prudential Insurance Company of America and its affiliates, Newark, N.J.

Prudential Financial, Inc. and its affiliates (Prudential) are not affiliates of The Hartford Financial Services Group, Inc., or its subsidiaries. Prudential is not responsible for the financial condition or contractual obligations of The Hartford issuing companies.

Prudential, the Prudential logo, and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities.

## PRUDENTIAL PRODUCT PORTFOLIO

Market	Current Prudential and Hartford Portfolios (some products may include prior versions currently available)	Prudential Transition Portfolio with remaining Hartford Products begins in August 2013
Guaranteed Universal Life <b>Death Benefit Strategies</b>	PruLife® UL Protector PruLife® SUL Protector Hartford Bicentennial UL Freedom® 2013 Hartford Bicentennial UL Joint Freedom® II 2013	PruLife® UL Protector PruLife® SUL Protector Hartford Bicentennial UL Freedom® 2013 in available states
Current Assumption Universal Life <b>Death Benefit Strategies</b>	PruLife® Index Advantage UL Hartford Founders Plus UL Hartford Joint Founders Plus UL	PruLife® Index Advantage UL (IUL) Hartford Founders Plus UL Hartford Joint Founders Plus UL
Current Assumption Universal Life <b>Accumulation Strategies</b>	PruLife® Universal Plus Hartford Frontier 2012 Indexed UL	PruLife® Universal Plus
Variable Universal Life <b>Death Benefit Strategies</b>	VUL Protector® Hartford Leaders VUL Legacy Hartford Leaders VUL Joint Legacy II	VUL Protector®
Variable Universal Life <b>Accumulation Strategies</b>	PruLife® Custom Premier II Hartford Leaders VUL Liberty 2012	PruLife® Custom Premier II
Whole Life <b>Death Benefit Strategies (Group Life Conversions Only)</b>	Prudential Guaranteed Life Hartford ExtraOrdinary Whole Life®	Prudential Guaranteed Life
Term <b>Death Benefit Strategies</b>	Term Essential® Term Elite® PruTerm WorkLife 65 <sup>SM</sup> PruLife® Return of Premium Hartford Bicentennial Term 10, 15, 20, 30 Annual Renewable Term	Term Essential® Term Elite® PruTerm WorkLife 65 <sup>SM</sup> PruLife® Return of Premium Annual Renewable Term
<b>Rider to accelerate the Death Benefit in the event of the insured's chronic illness</b>	LifeAccess Accelerated Benefit Rider®	BenefitAccess Rider on PruLife® UL Protector only (New) LifeAccess Accelerated Benefit Rider® on Hartford products as currently available only

Not for use with consumers.

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The Hartford's variable life insurance products are distributed by Hartford Equity Sales Company, Inc. (HESCO), a broker/dealer affiliate of The Hartford.

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**Hartford Bicentennial UL Freedom® 2013** is a flexible premium universal life insurance policy. HLI policy form # HL-19357(12)NY. HLA Interstate Compact policy form # ICC12-1382. HLA non-Interstate Compact policy form # LA-1382(12) and may include state abbreviations. Features may vary by state.

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**Hartford Leaders VUL Joint Legacy II** is a last survivor flexible premium variable universal life insurance policy. HLI policy form # HL-19217(06)(NY). HLA policy form # LA-1287(06) and may include state abbreviations. Features may vary by state.

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**Hartford Bicentennial Term 10, 15, 20, 30** - HLI policy form # HL-19209(06)(NY)Rev1. HLA policy form # LA-1276(06) and may include state abbreviations. Features may vary by state.

**Annual Renewable Term-** HLI policy form #HL10261(06)U. HLA policy form # ILA1018(06)U and may include state abbreviations. Features may vary by state.

**LifeAccess Accelerated Benefit Rider®:** HLI rider form # HL-19224(07)(NY) and HLA rider form # LA-1298(07) and may include state abbreviations.

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**Term Essential, Term Elite, PruLife Universal Protector, PruLife Universal Plus, and PruLife SUL Protector** are issued by Pruco Life Insurance Company except in New York, where they are issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ.

**PruTerm WorkLife 65** is issued by Pruco Life Insurance Company, Newark, NJ, except in New York, where it is currently unavailable. This product is not available in all states.

**Return of Premium Term** is issued by Pruco Life Insurance Company except in New Jersey and New York, where the issuer is Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ. Each is solely responsible for its own financial condition and contractual obligations.

**PruLife Index Advantage UL** is issued by Pruco Life Insurance Company in all states except in New York where, if available, it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located in Newark, NJ and are solely responsible for their own financial condition and contractual obligations.

**VUL Protector** and **PruLife Custom Premier** are issued by Pruco Life Insurance Company in all states except New York, where they are issued by Pruco Life Insurance Company of New Jersey and offered through Pruco Securities LLC (member [SIPC](#)), Newark, NJ. Both are Prudential Financial companies located in Newark, NJ.

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# Important Information

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The Index Growth Cap is generally stated as a percentage, which is the maximum rate of interest that will be credited at the end of the one year Index Segment Duration, regardless of changes to the designated index. The Index Growth Cap is declared for each Index Segment in advance of each Index Segment Duration. The Index Growth Cap is subject to change at our discretion, both up and down, but is guaranteed to never be less than 3.00%. Changes to the Index Growth Cap could result in different values than shown here. Changes are not tied to the performance of the underlying index and may be based on interest rates, market volatility, and other factors. Index Growth Caps and Floors may be different in selected states.

The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Obtaining benefits under the terms of the rider will reduce and may eliminate the death benefit.

Benefits paid under the BenefitAccess rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex and may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a \$150 processing fee. You should consult your tax and legal advisors prior to initiating any claim.

# Important Information

A licensed health care practitioner must certify the chronic or terminal illness to qualify for benefits. Chronic illness claims will require recertification by a licensed health care practitioner. Other terms and conditions may apply. This rider is not Long Term Care insurance (LTC) and it is not intended to replace LTC. The rider may not cover all of the costs associated with chronic illness. The rider is a life insurance accelerated death benefit product, is generally not subject to health insurance requirements, and may not be available in all states.

**Your client should consider the investment objectives, risks, and charges and expenses carefully before investing in the contract, and/or underlying portfolios. The prospectus, and, if available, the summary prospectus, contains this information as well as other important information. Your clients should read the prospectus carefully before investing.**

**It is possible to lose money by investing in securities.**