

To All West Coast Life and Empire General BGAs and Agents:

On Tuesday May 16, 2006, the management of West Coast Life Insurance Company and Empire General Life Assurance Company announced that as of July 1, 2006, the operations and philosophies of both companies would be merged into one organization called West Coast Life. The announcement was delivered at a special event attended by 150 brokerage agencies from throughout the United States, as well as senior management from both companies and Protective Life Corporation, the parent company.

Over the next five weeks beginning Monday May 29, 2006, we will communicate with you regarding transition plans, the closure of Empire General business operations, and the introduction of the new company platform. Please expect to hear more regarding:

- The new underwriting philosophy – ***“Best of the Industry”***
- Enhanced compensation plans
- Technology-driven application processes
- Refined portfolio of products

We are excited to combine the best practices of two outstanding brokerage companies. This is truly a unique opportunity – and one that we will deliver to you and your customer base. With efficient underwriting, personalized service, responsiveness, and a general ***“Ease of Doing Business”*** philosophy, what an exciting future we have together with you, our partners making a strong company even stronger.

### ***We are making changes – Why?***

- Competition is intense
- We have redundant systems and processes
- Technology is expensive, and more is required to support our distribution partners and our internal operations
- Financial processes are changing
  - ✓ Securitization
  - ✓ Redundant reserves

### ***What changes are we making?***

1. The new company name will be West Coast Life Insurance Company
  - a. West Coast Life is a bigger company in terms of assets, employees and customers.

## **Continued ... OBC Bulletin #3, May 24, 2006**

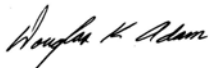
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### Continued - What changes are we making?

- b. West Coast Life factors into the Chase acquisition as we are subordinating some of the Chase insurance companies under West Coast Life.
- c. West Coast Life is celebrating its 100<sup>th</sup> anniversary this year.
2. Combining the best practices of two outstanding organizations
  - a. The strategy for this combination is to incorporate the best elements of Empire General and West Coast Life into the new organization.
  - b. In February, we conducted a distributor survey that helped us understand the BGA perspective about our companies, services, and capabilities. We listened to what you had to say and reacted.
3. The Empire General products will no longer be available for new sales after July 1, 2006. All Empire General applications must be signed and dated by June 30, 2006 and received in the Empire General Kansas City office no later than Monday, July 17, 2006.
4. The new company will retain the current highly competitive West Coast Life product portfolio. We are pleased to announce we will shift to the underwriting manual and philosophy utilized today at Empire General. This will allow us to offer very competitive underwriting in the standard and moderately substandard market as well as highly competitive Super Preferred and Preferred term rates.
5. We will be adding a new electronic, streamlined application process like no other in the industry.

There is certainly more information that you need to know. We are working on further communiqués to you. In the interim, please feel free to direct any questions you may have to either one of us, or any of the marketing staff in Kansas City, Michigan or San Francisco.

Cordially,



Doug Adam  
President



Mark S. Rush  
Senior Vice President, Marketing