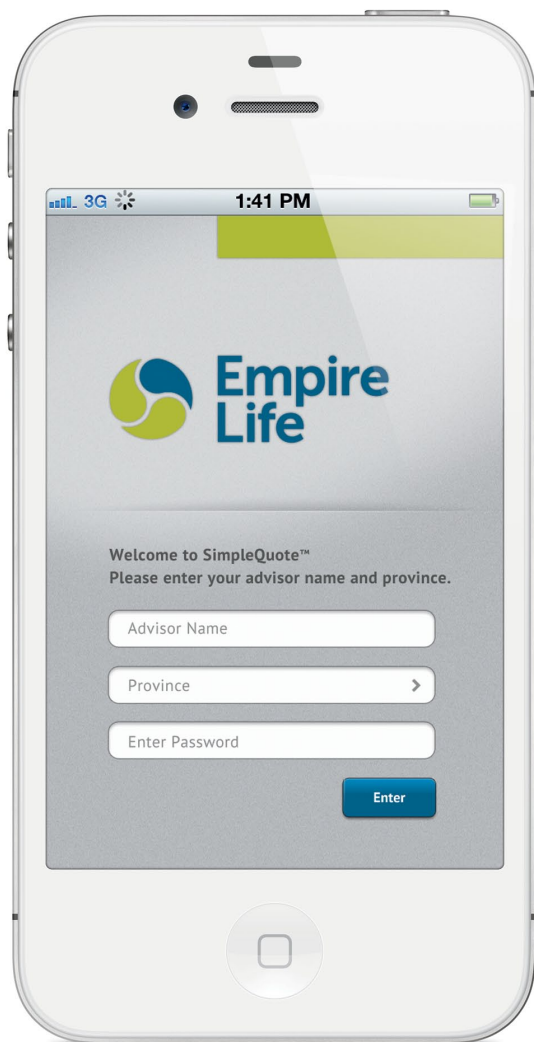


# WHAT DOES SMART SIMPLICITY™ MEAN TO YOU?



At Empire Life, it means innovative technology like SimpleQuote™ for the iPhone to simplify your work life and innovative products like our Solution Series® family of non-participating life insurance products to provide unparalleled value for your clients.

SimpleQuote is Empire Life's new mobile quoting system for the Apple iPhone. SimpleQuote is unique in the marketplace as the first bilingual, self-contained, fully functional illustration system for iPhones.



# Smart, Simple and Unique



Now  
available  
on iTunes!

SimpleQuote for the iPhone is Smart enough to provide fast, easy to understand illustrations for our Solution Series family of life insurance products anywhere, anytime; without the need for an internet connection. SimpleQuote will show you and your clients all issue and renewal premiums and Underwriting Requirements, on the screen. Paid Up insurance values and policy Cash Values are available in a compliant illustration report, which can be e-mailed to your client.

SimpleQuote for the iPhone is also Simple to use. Enter your client's personal data and SimpleQuote will produce on screen quotes for all four Solution Series products instantly. E-mail one of up to four reports available on SimpleQuote. SimpleQuote for the iPhone will also run on the Apple iPod.

Combine SimpleQuote for the iPhone with our unique Solution Series family of products, to help your clients Simplify their financial decisions by choosing a Smart solution to their life insurance needs, offering;

- Four payment choices
- Unique cost of insurance levelling in later years
- Permanent protection
- Increasing life coverage after age 100

**Download our short form application to further streamline the process.**

**The password for SimpleQuote for the iPhone is;** (with caps lock on) **EMPIRE10001**

*Would you like to participate in the SimpleQuote for the iPhone user group and provide your feedback on SimpleQuote? If so, please let your Empire Account Executive team know.*

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