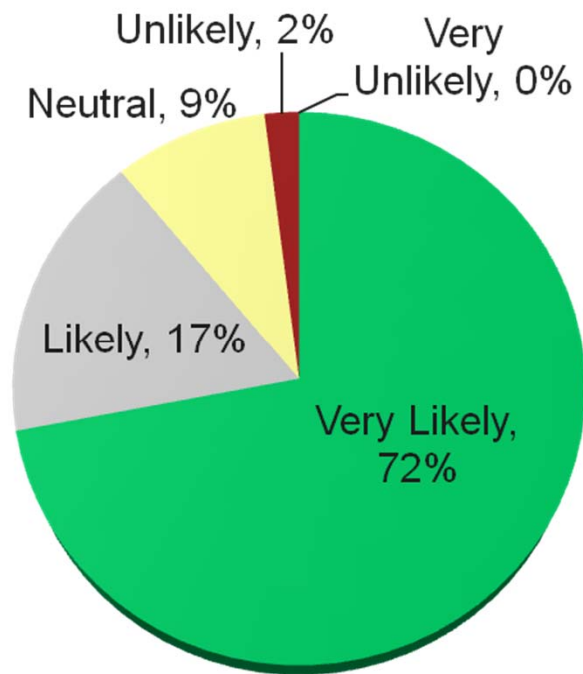




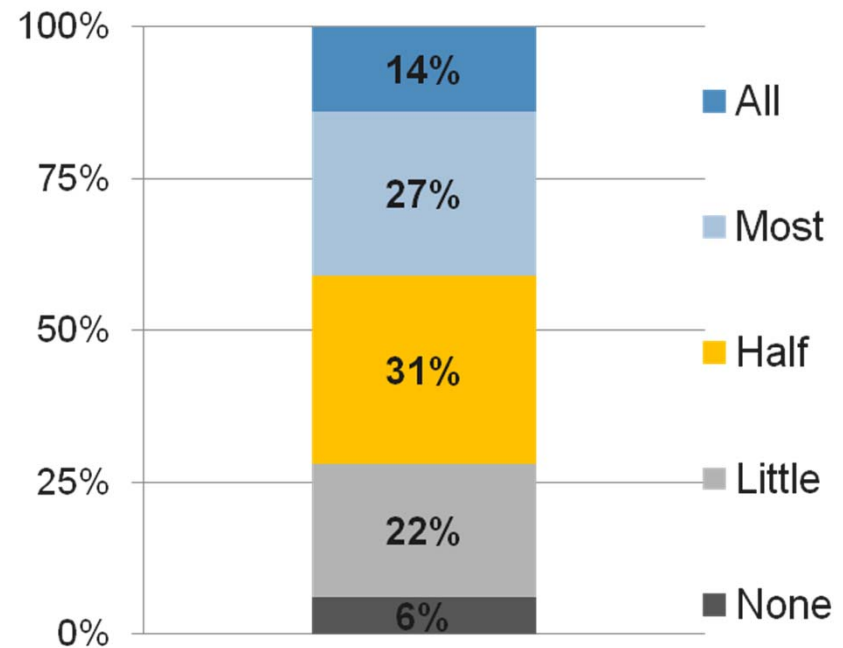
Parents Have Big Aspirations For Their Children and College

- Nearly 9 in 10 parents believe it is likely or very likely their child will attend college
- Over 70% of parents intend to pay for half or more of the total college expense

Likelihood That Child Will Attend College



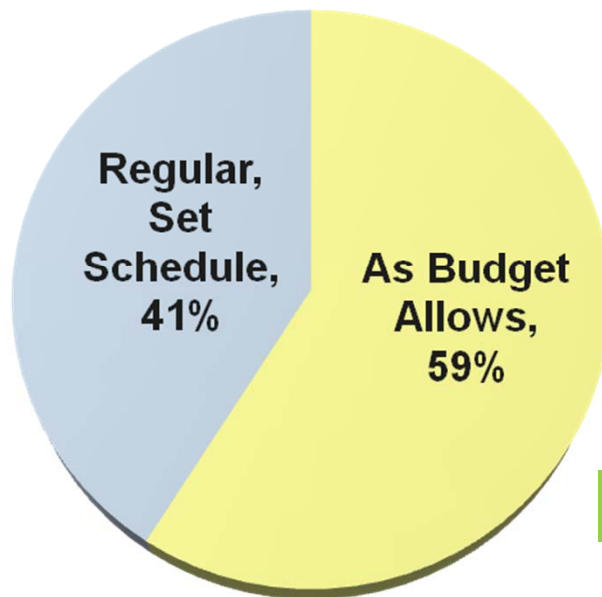
Intended Contribution to College Cost



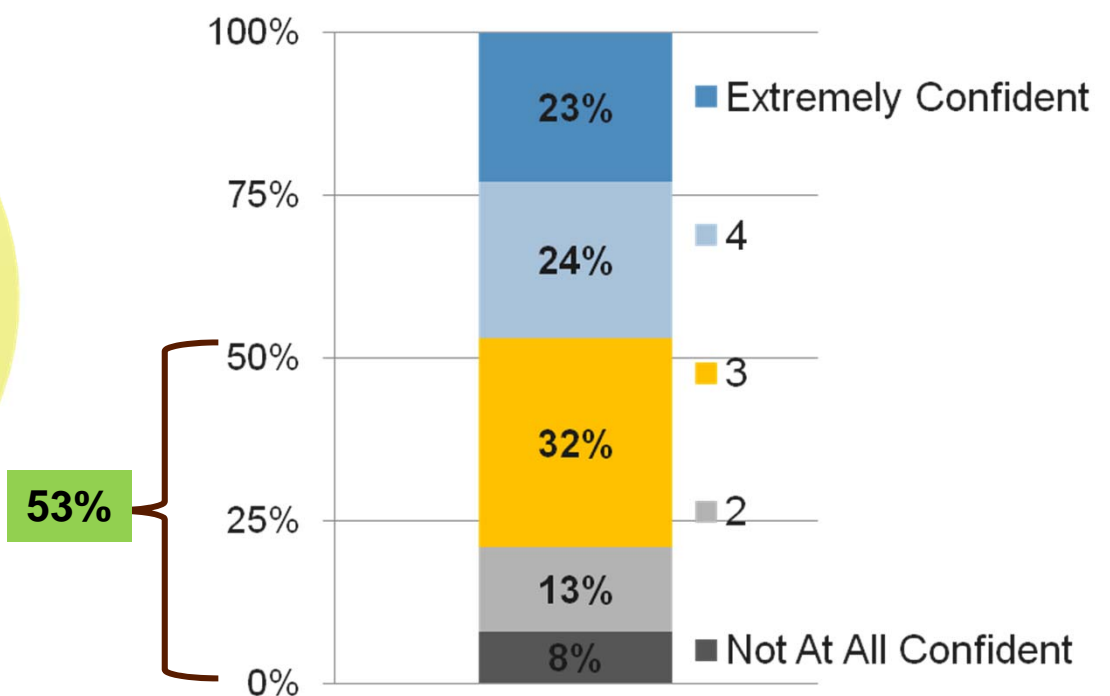


Despite Intentions, Many Parents Struggle to Save

How Parents Save For College



Parent Confidence in Saving For College





What is an Endowment Life Insurance Policy?

- A policy which pays a benefit after a specific number of years.
- Coverage is on the adult life, typically the parent.
- Both face amount and death benefit are guaranteed.
- Gerber Life's Endowment has benefit amounts from \$10,000 to \$150,000, with maturity period from 10 to 20 Years.

MONEY MARKET ACCOUNT

Contribute \$1000 annually (\$83.33/month) for 18 years to a money market savings account for a child's college education

- Total Amount deposited: \$18,000
- Total Amount at end of 18 years:
\$18,803.33*

GERBER LIFE COLLEGE PLAN

Pay \$1000 annually (autopay \$83.33/month) for 18 years for a Gerber Life College Plan

- Total Premium Paid: \$18,000
- Total Amount at end of 18 years:
\$25,000**

* Based on an average interest rate of .48% for Money Market Account per Bankrate.com on 6/21/12. Subject to change.

** Policy is for a female, issue age 18-25, with an 18 year duration and \$25,000 coverage. Assumes all premiums paid annually and the policy is kept until maturity, with no policy loans taken. 3.36% is the rate earned for a female aged 18-25, making an annual premium payment for 18 years to policy maturity, and no policy loans during the term.

▪ Not FDIC Insured
▪ Not Bank Guaranteed

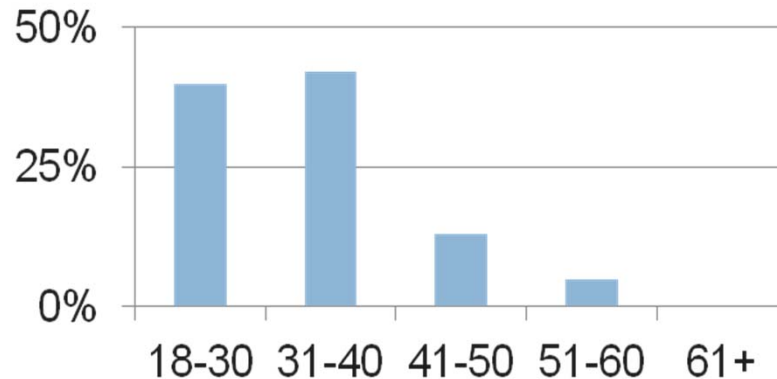
▪ Not a Deposit or
Other Bank Obligation



College Plan: Consumer Profile

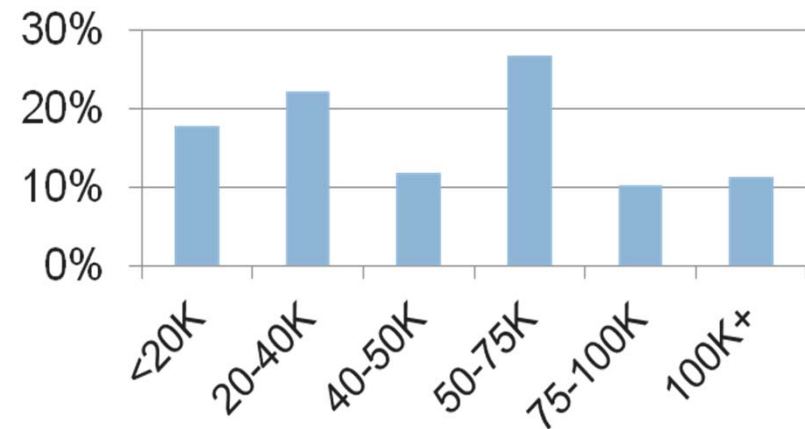
PURCHASER AGE

- Purchaser average age is 34



PURCHASER HOUSEHOLD INCOME

- Purchaser average HH income \$54K
- More than half with income < \$50K



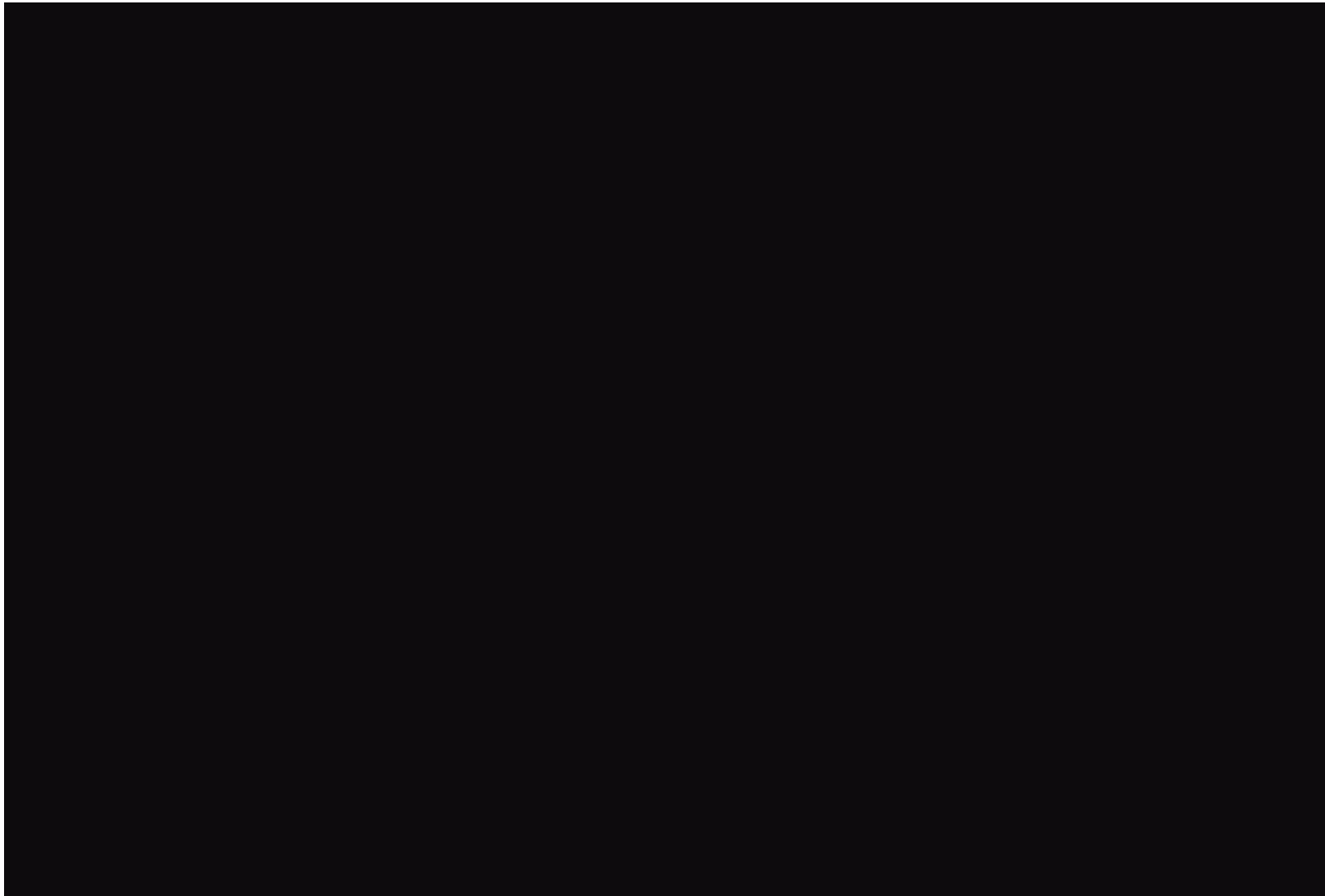


Fun Facts: Gerber Life College Plan

- **State Coverage:** All 50 States (NY, CA, TX, FL, PA, IL, NJ, GA, MD, VA)
- **Annual Payment:** Average \$800-1000
- **Purchase Method:** 50% Phone; 40% Internet; 10% Mail
- **Gender:** Over three-quarters Female
- **Timeframe:** 80% of College Plans are a 15-20 year duration
- **Internal Rate of Return:** Average of 2.37%, when held to maturity
- **Face Value (Initial):** Average \$17,000 to \$20,000
- **2012 Growth Trend:** 40% increase in new customers; doubling of premium



College Plan TV Advertising



Alternatives for Savings for College

?

Questions