

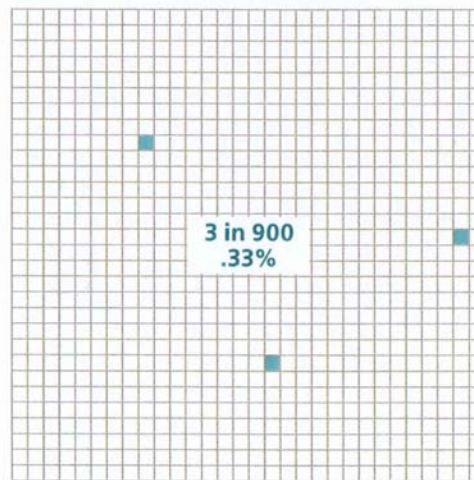


You are insured right?

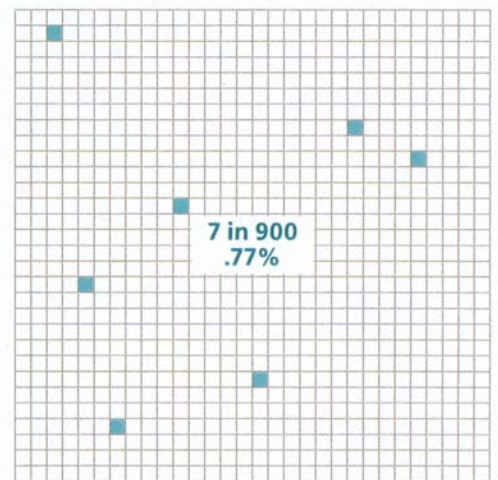
You routinely insure against potential adverse events. Yet the chance of requiring some type of long-term care may be much greater than any other risk.

The risks:

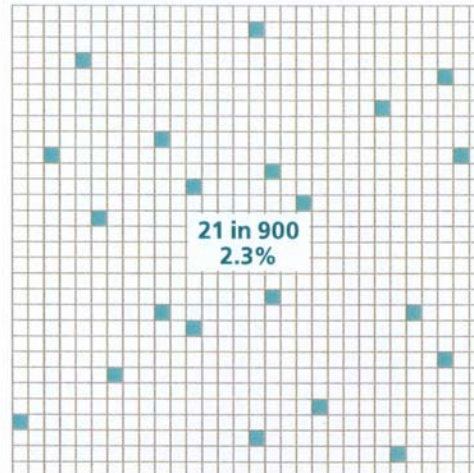
Odds of having a serious car accident^{1,2}



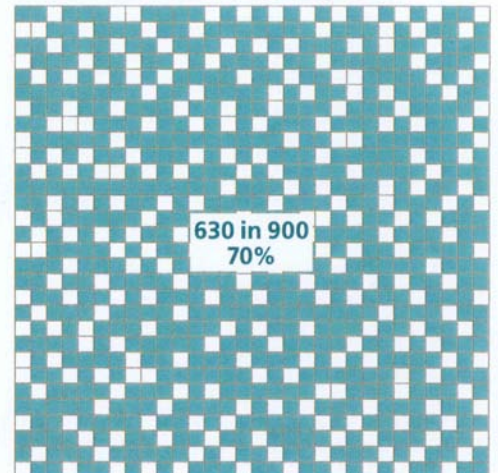
Odds of having a residential fire^{3,4}



Odds of being admitted to a critical care unit^{4,5}



Odds of needing long-term care⁶



Odds are calculated using statistics from public sources that are deemed to be reliable.

¹Fatality Analysis Reporting System, www.fars.nhtsa.dot.gov, October 13, 2008.

²National Transportation Statistics, Bureau of Transportation Statistics, www.bts.gov, October 13, 2008.

³U.S. Fire Administration, www.usfa.dhs.gov, October 13, 2008

⁴U.S. Census Bureau, www.census.gov, October 13, 2008

⁵National Center for Health Statistics, Centers for Disease Control, www.cdc.gov/nchs, October 13, 2008

⁶U.S. Dept. of Health and Human Services, National Clearinghouse for LTC Information, www.longtermcare.gov, March 26, 2008

For more information, contact:

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Why would someone ignore the greatest risk of all? Protect yourself against the risks of long-term care expenses — the same way you already protect yourself against other risks.

One should consider the cost of long term care versus the potential benefits, which are subject to the claims paying ability of any insurance company.