



New Level Cost of Insurance Rates for Coverages Issued on or after Monday, October 3, 2011

TRANSITION RULES

Universal Life

New Level Cost of Insurance (LCOI) rates will be applied to all UL coverages issued on or after October 3, 2011. These changes will affect the following plans: Life Dimensions, LifeProvider, the Universal Life Investment Loan Plan and UL T100 Riders. Increases to LCOI rates are focused on ages 50 and under, while at the same time maintaining our top competitive ranking at these ages.

To help facilitate processing applications through New Business and Underwriting prior to the September 30, 2011 cut-off date for old rates, we will only be accepting Wave 21 illustrations up to July 22, 2011.

We strongly recommend that you begin quoting the updated LCOI rates as soon as you receive the new version of our illustration software (Wave 22), which will be mailed in early July. A downloadable version of Wave 22 will be available by Thursday, June 30, 2011 on our secure advisor website at bmoinsurance.com/advisor.

Please take note of the following transition rules:

For applications received in Head Office on or before Friday, July 22, 2011:

- Any applications received on or before Friday, July 22, 2011 will be issued with the old rates, provided that these cases are issued by Friday, September 30, 2011
- If any of these cases are issued after Friday, September 30, 2011, they will be issued with the new rates

For applications received in Head Office on or after Monday, July 25, 2011:

- Beginning Monday, July 25, 2011, applications will be processed, assuming that we will be issuing these cases with the new rates. A signed Wave 22 illustration will be required to settle these cases

Policies that have been settled cannot be changed.

Note: Our Sales Tracking system will reflect the old rates until Friday, September 30, 2011. Also, YRT Cost of Insurance rates have **not** changed on any UL plans.

To find out more about BMO Insurance products, please call your MGA or the BMO Insurance regional sales office in your area.

Ontario Region
1-800-608-7303

Quebec – Atlantic Region
1-866-217-0514

Western Region
1-877-877-1272

BMO Life Assurance Company

60 Yonge Street, Toronto, ON M5E 1H5
1-877-742-5244

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