

It's fourth quarter and the clock is ticking...
Time to call a winning play into the huddle:
10 for \$1,000!



***Gain a First Down
and Earn a Grand in
American General's
10 for \$1,000
Sales Contest***

That's right — writing just 10 life cases with American General Life Insurance Company between now and year end could earn you a \$1,000 reward in the 10 for \$1,000 Contest.

Ten life policies — any size — **FIRST DOWN!** And nearly all of the term and permanent life products that make American General a league leader qualify for the contest.

The 10 for \$1,000 Contest rewards players who write business at the retail level. Any player contracted at the producer level, except for exclusions listed on the next page, is eligible to participate. The \$1,000 reward will be paid to qualifying producers in addition to normal commissions earned on eligible cases. Now that's a play you can get behind!

Here's how it works. Submit at least 10 life cases between October 1 and December 31, 2009. A minimum of 10 cases must pay by January 31, 2010, to earn the reward: a \$1,000 American Express gift card!

Huddle up with your prospect list and get your game plan together so you can tackle a big first down — 10 for \$1,000 from American General Life Insurance Company.

Policies issued by:

**American General Life
Insurance Company**

American General
Life Companies

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NOT FOR DISSEMINATION
TO THE PUBLIC**

Eligible Producers

Eligibility is limited to individuals contracted at the Producer level and is based solely on the Producer's personal production. The company will issue only one \$1,000 gift card per producer based on the producer's tax ID number regardless of what source through which the business is submitted.

The contest includes only policies issued by American General Life Insurance Company. Policies issued by The United States Life Insurance Company in the City of New York are not eligible. The contest does not include business written in New York.

Producers contracted with agencies identified as Direct Marketers will not be included in the 10 for \$1,000 Contest. Also ineligible are employees of certain financial institutions that prohibit their representatives from participating in these types of incentives.

Contest Period

To qualify for the contest, a minimum of 10 cases must be submitted between October 1, 2009 and December 31, 2009, and must be paid by January 31, 2010.

Eligible Products

The following life insurance products issued by American General Life Insurance Company are all eligible for the 10 for \$1,000 contest:

- ▶ AG Select-a-TermSM and AG ROP Select-a-TermSM
- ▶ Elite Index[®] and Elite Survivor Index[®]
- ▶ ContinUL Extend PlusSM
- ▶ Elite Global PlusSM and Elite Global SurvivorSM
- ▶ Elite UL[®]
- ▶ American Elite Whole Life

The following products **are not eligible** for contest credit:

- ▶ Products issued by The United States Life Insurance Company in the City of New York
- ▶ AG Ultra Mortgage CompleteTM
- ▶ All Variable Universal Life products
- ▶ Annuity products
- ▶ Inheritance LifeSM
- ▶ Accident & Health products

Additional Requirements

Qualifying business must remain in force throughout the qualification period. Policies that lapse during the contest period will not count toward the 10 case requirement. All qualifying producers must have an active contract at the end of the contest period to receive be eligible for the \$1,000 award.

The \$1,000 value of the gift card will be treated as compensation to the producer and customary tax reporting will apply.

Credit for split cases will be allocated according to the percentage(s) designated on the application at issue. To qualify for the \$1,000 gift card, the producer must be credited with 10 cases during the contest period.

American General Life Companies, LLC, will be the final judge on all issues pertaining to the contest, including, at its sole discretion, the determination of a producer's qualification for an award.



For more information, contact:

Policies issued by:

American General Life Insurance Company

2727-A Allen Parkway, Houston, TX 77019

AG Select-a-Term Policy Form Number 07007, AG ROP Select-a-Term Policy Form Number 06001, ContinUL Extend Plus Policy Form Number 05337, Elite UL Policy Form Number 03325, Elite Survivor Index Policy Form Number 08327, Elite Index Policy Form Number 08326, Elite Global Plus Policy Form Number 08444, Elite Global Survivor Policy Form Number 08414, American Elite Whole Life (MWL 02AG), AG Ultra Mortgage Complete Policy Form Numbers 07900 and 07901, Inheritance Life Policy Form Number 06440

The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life Insurance Company (AGL) are its responsibility. AGL does not solicit business in the state of New York. Policies and riders not available in all states.

American General Life Companies, www.americangeneral.com, is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc., including AGL.

IMPORTANT: Prior to soliciting business, be certain that you are appropriately licensed and appointed with the insurer and that the product has been approved for sale by the insurer in that state. If uncertain, contact your American General Life Companies representative for assistance.

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