

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  
United States Life's  
10 for \$1,000  
Sales Contest***

That's right — writing just 10 life cases with The United States Life Insurance Company in the City of New York between now and year end could earn you up to \$1,000 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 United States Life a league leader qualify for the contest.

United States Life will reward producers with gift cards for submitting the required number of new life cases between October 1 and December 31, 2009, and having those cases paid for by January 31, 2010. In total, producers can qualify for up to \$1,000 for submitting and paying for 10 life cases during the contest period. Intermediate awards of \$250 each will be paid according to the following schedule.

- ▶ \$250 for four life cases
  - ▶ \$250 for an additional two life cases
  - ▶ \$250 for an additional two life cases
  - ▶ \$250 for an additional two life cases
- \$1,000 for 10 life cases

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 United States Life.

Policies issued by:

**United States Life  
Insurance Company in the  
City of New York**

**American General**  
Life Companies

**FOR PRODUCER USE ONLY —  
NOT FOR DISSEMINATION  
TO THE PUBLIC**

## Eligible Producers

Eligibility is limited to individuals contracted at the Producer level with United States Life and is based solely on the Producer's personally produced business. The company will issue only one gift card in the earned amount per producer based on the producer's tax ID number regardless of what source the business is submitted through. All gift cards will be issued following completion of the program on January 31, 2010.

The contest includes only policies issued in New York by United States Life. Policies issued in all other states by USL affiliate American General Life Insurance Company are not eligible.

Producers contracted with agencies identified as Direct Marketers will not be included in the *10 for \$1,000* Contest. Employees of certain financial institutions which prohibit their representatives from participating in these types of incentives are also not eligible to participate.

## Contest Period

To qualify, 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 United States Life are all eligible for the 10 for \$1,000 contest:

- ▶ AG Select-a-Term<sup>SM</sup> and AG ROP Select-a-Term<sup>SM</sup>
- ▶ Elite Index<sup>®</sup> and Elite Survivor Index<sup>®</sup>
- ▶ ContinUL Extend Plus<sup>SM</sup>
- ▶ Elite Global Plus<sup>SM</sup> and Elite Global Survivor<sup>SM</sup>
- ▶ Elite UL<sup>®</sup>
- ▶ American Elite Whole Life

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

- ▶ Products issued by American General Life Insurance Company
- ▶ AG Ultra Mortgage Complete<sup>TM</sup>
- ▶ All Variable Universal Life products
- ▶ Annuity products
- ▶ Inheritance Life<sup>SM</sup>
- ▶ Accident & Health products

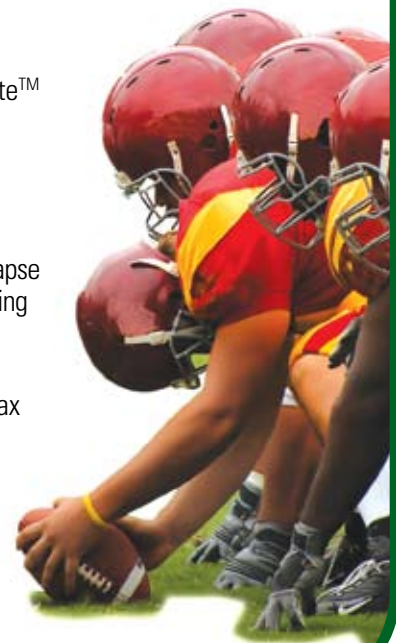
## Additional Requirements

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

The 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 gift card, the producer must be credited with the required number of cases during the contest period.

United States Life 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:

**The United States Life Insurance Company in the City of New York**  
70 Pine Street, New York, NY 10270

AG Select-a-Term Policy Form Number 09007N, AG ROP Select-a-Term Policy Form Number 08701N, American Elite Whole Life Policy Form Number 06006N, ContinUL Extend Plus Policy Form Number 05337N, Elite UL Policy Form Number 03325N, Elite Survivor Index Policy Form Number 08327N, Elite Index Policy Form Number 08326N, Elite Global Plus Policy Form Number 08444N, Elite Global Survivor Policy Form Number 08414N, AG Ultra Mortgage Complete Policy Form Numbers 03900N, Inheritance Life Policy Form Number 06440N, 06440NU

The underwriting risks, financial and contractual obligations and support functions associated with the products issued by The United States Life Insurance Company in the City of New York (USL) are its responsibility. USL is authorized to conduct insurance business in the state of New York.

American General Life Companies, [www.americangeneral.com](http://www.americangeneral.com), is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc., including USL.

**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.

©2009. All rights reserved. AGLC103869

**FOR PRODUCER USE ONLY – NOT FOR DISSEMINATION TO THE PUBLIC**