

Eat Steak!

Add sizzle to your term sales with AG's Select-a-Steak Sales Contest!



There's nothing like the sizzling sound you hear when you slap a juicy steak on a searing-hot grill. And nothing compares to the flavor of Omaha® – the choice of steak connoisseurs since 1917.

Now your term life sales could earn you a sizzling \$200 gift certificate from Omaha Steaks® – to be delivered just in time for your Labor Day barbecue. Put that on your grill and smoke it!

There's never been a better time to sell AG Select-a-Term and AG ROP Select-a-Term, the products that offer meaty features and a buffet of durations designed to meet any client's appetite.

Here's how it works:

Submit a minimum of 10 paid term cases between April 5 and June 30, 2010 to be eligible. Cases must be received in the home office by June 30, 2010, and paid by July 31, 2010, to be eligible. The top 100 producers with the most paid term sales will win the prize: a \$200 gift certificate from Omaha Steaks®. The more cases you submit and pay for, the better your chances to win!

The contest rewards producers who write business at the retail level. Any agent contracted with American General Life Insurance Company and The United States Life Insurance Company in the City of New York at the producer level, except for exclusions listed on the next page, is eligible to participate. The reward will be paid to qualifying producers in addition to normal commissions earned on eligible cases.

Send us your term business, then get ready to fire up the grill and set the table with Omaha Steaks®!

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American General
Life Companies

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 \$200 gift card per qualifying producer based on the producer's tax ID number regardless of what source through which the business is submitted. Producers contracted with agencies identified as Direct Marketers will not be included in this contest. Also ineligible are employees of certain financial institutions that prohibit their representatives from participating in these types of incentives.

Contest Period

To be eligible for AG's Select-a-Steak contest, a minimum of 10 term cases as outlined herein must be submitted between April 5, 2010 and June 30, 2010, and must be paid for by July 31, 2010. The top 100 producers with the most paid term sales during the contest period will win, so the more term cases you submit and pay for, the better your chances to win.

Eligible Products

The following life insurance products are eligible for contest:

- AG Select-a-Term[®]
- AG ROP Select-a-Term[®]

Additional Requirements

- Qualifying business must remain in force throughout the qualification period. Policies that lapse during the contest period will not count. All qualifying producers must have an active contract at the end of the contest period to be eligible for the prize.
- The \$200 value of the gift certificate 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.
- 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.
- No substitutions will be made by American General Life Companies, LLC.
- Any USLife producers who participated in and received an award in the "United States Life 10 for \$1000 Contest" are only eligible to receive total awards from all contests up to or equal to \$1,000 in any calendar year.

American General Life Companies

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

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 09007, AG ROP Select-a-Term Policy Form Number 08701N

The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life Insurance Company (AGL) and The United States Life Insurance Company in the City of New York (USL) are the issuing insurer's responsibility. USL is authorized to conduct insurance business in the state of New York. Policies and riders are 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 and 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.

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