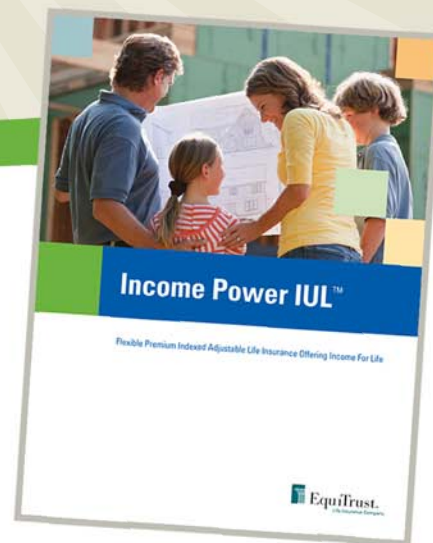


# Power \$ Cash

**\$500 Commission Bonus!**  
**on Your First Income Power IUL™ Sale!**

**Apps received on or before March 30, 2012**



## **New Flexible Premium Index Adjustable Life Product**

- Guarantee<sup>1</sup> Future Income TODAY...REGARDLESS of Index Results
- No Disconnect between Illustrated Income and Actual Results
- Income that Your Clients CAN'T OUTLIVE
- Index-Linked Growth Potential, with Access to Cash Values

## **PLUS!**

- Accelerated Death Benefit Rider
- Death Protection for Loved Ones
- Fast Underwriting with Tele-Interview Option

**First-Year Commission up to 95% on this High Target-Premium Product!**

**For more information, call:  
The Ohlson Group at 877-844-0900**



**Don't Forget!**

**Qualify for Ireland 2012!**  
**\$50,000 credits needed: 100% annualized,**  
**issued and paid premium plus 10% of**  
**excess premium. Call for details.**

**Campaign Rules:** Bonus eligible on your first Income Power IUL case. If you submitted an approved case in 2011, you are not eligible for this bonus. Bonus paid after Free Look period has expired. Agent may not be Policy Owner or Insured. Bonus paid to agent listed first on application. EquiTrust Life maintains full discretion over eligibility and may terminate the program at any time.

<sup>1</sup>Guarantees subject to the claims-paying ability of EquiTrust Life Insurance Company. Policy must be in force to start guaranteed income.

Income Power IUL is a flexible premium index adjustable life insurance policy. Not available in all states.

Policy and riders may vary by state. Policy issued on Contract Form Series ETL-FPIUL-2000(04-11) with interest/index accounts ETL-1YP2PCAP-FP(04-11), ETL-1YAVGPART-FP(04-11) and ETL-1YRMC-FP(04-11) with rider ETL-IBR-FP(04-11). EquiTrust Life Insurance Company, West Des Moines, IA. **For Producer Use Only. Not for use with the public.** AC12-ETL-IUL-1001