

Indexed Universal Life Insurance Rate Changes

Effective July 23, 2010

Great news! The following current rate improvements for North American Company's indexed universal life insurance products will become effective as of **July 23, 2010**. These changes apply to Guarantee Builder IUL®, Rapid Builder IUL®, and Survivorship GIUL, and are applicable to new policies as well as new or renewing index segments.

For a complete list of current cap, floor, and participation rates, please refer to PR-1008 R10. Below you'll find where changes have been made.

For Guarantee Builder IUL:

Index Selection	Cap Rates	Participation Rates	Floor
S&P 500® Point-to-Point	14%	100%	0%
S&P 500® Daily Averaging	None	115%	0%
DJIA sm Point-to-Point	13%	100%	0%
DJIA sm Daily Averaging	None	115%	0%
NASDAQ-100® Point-to-Point	12%	100%	0%
DJ EURO STOXX 50® Point-to-Point	13%	100%	0%

For Builder IUL*, Rapid Builder IUL and Survivorship GIUL:

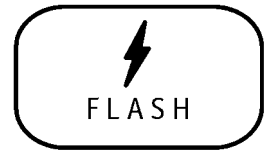
Index Selection	Cap Rates	Participation Rates	Floor
S&P 500® Point-to-Point	14%	100%	0%
S&P 500® Daily Averaging	None	115%	0%
Uncapped S&P 500® Point-to-Point	None	65%	0%
DJIA sm Point-to-Point	13%	100%	0%
DJIA sm Daily Averaging	None	115%	0%
DJ EURO STOXX 50® Point-to-Point	13%	100%	0%
Multi-Index Point-to-Point	12%	100%	0%

*Changes to Builder IUL Rates effective as of 5/21/10

In addition to the rate changes listed above, the following changes apply to additional Index Selections offered only on Builder IUL* and Survivorship GIUL:

Index Selection	Cap Rates	Participation Rates	Floor
S&P MidCap 400® Point-to-Point	12%	100%	0%
S&P 400® Daily Averaging	None	95%	0%
NASDAQ 100® Point-to-Point	12%	100%	0%
Russell 2000® Point-to-Point	12%	100%	0%
Russell 2000® Daily Averaging	None	95%	0%

*Changes to Builder IUL Rates effective as of 5/21/10



NOTE: For existing index segments created before July 23, 2010, these rate changes will not apply until the index segment renews.

Illustration Software Changes

The updated rates will be reflected in the next software release scheduled on or about **July 22, 2010**.

For additional information, please contact Sales Development at (800) 800-3656, extension 10411 or email salesupport@nacolah.com.

Indexed Universal Life products are not an investment in the "market" or in the applicable index and are subject to all policy fees and charges normally associated with most universal life insurance.

The current Index Participation Rate, Index Cap Rate and Index Floor Rate reflect current rates as of this publishing and are subject to change.

The uncapped S&P 500[®] option allows an unlimited return with no index cap rate, but applies an index participation rate less than 100% to the growth rate of the S&P 500[®].

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