



Life Insurance Company of the Southwest™

2010 Sales Incentives

More Rewarding Than Ever!

Conference of Champions

We're pleased to announce the 2010 Conference of Champions will be held on the Riviera Maya, Mexico at the Fairmont Mayakoba Resort. The Mayakoba is a gated, 240-acre, AAA® Five Diamond Hotel® surrounded by canals, shoreline and mangrove forests with emerald lagoon waters and rolling surf.

When you qualify and attend this by-invitation-only conference, you can look forward to luxuriating on the tropical beaches of the Riviera Maya or exploring the mysteries of the rain forest and Mayan ruins – all right outside your door. Plus, by attending the business meetings, you'll gain valuable insights to help keep your business growing. For qualifying agents, the Conference of Champions could also be tax-free (if you attend all scheduled business meetings).

The Fairmont Mayakoba is a Five Diamond Resort that you won't want to miss!

Qualifying Period: January 1 – December 31, 2010

Travel Date: May 2 – 6, 2011

Destination: Riviera Maya, Mexico

Qualifying Production Credits: \$1,500,000

See the Reverse Side for Qualification Rules

Chairman's Club

The elite Chairman's Club is for the best of the best from across the entire National Life Group of agents, and will follow in our tradition of transporting you to an inspiring international locale. We'll provide more details this Spring on our destination and the qualification rules. Past trips have included Ireland, Spain, Italy, Prague, Monte Carlo and Portugal. You won't want to miss the next trip!

Qualifying Period: July 1, 2010 – June 30, 2011

Travel Date: Fall 2011

Destination: International Location

Qualification Rules coming soon.

Ramp up your sales plan now, so you can qualify and join us next year. Please be sure to review the Production Requirements and Rules on the back.

If you have any questions about the Conference of Champions or Chairman's Club, please call the Annuity Sales Desk at 800-906-3310. One of our marketing representatives will be happy to assist you.

Life Insurance Company of the Southwest, 1300 West Mockingbird Lane, Dallas, Texas 75247 / Telephone 800-579-2878 / www.lifeofsouthwest.com
National Life Group® is a trade name of National Life Insurance Company and its affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations.

For Agent Use Only - Not For Use With The Public.
Form No. 10115(0110); LR 10656(0110)

Experience Life®

This year's Conference of Champions promises to be a luxurious adventure. We look forward to exploring the Riviera Maya with you when you qualify for the 2010 Conference of Champions.

Start reviewing your sales plans now so you can qualify for the 2011 Conference of Champions. Please be sure to review the Production Requirements and Rules. If you have any questions about the 2011 Conference of Champions, Production Requirements, or any of our products, please call our Annuity Sales Desk at 800-906-3310. One of our marketing representatives will be happy to assist you.

2010 Conference of Champions Qualification Requirements for Individual Producers

1. The Qualification Period is January 1, 2010 through December 31, 2010. Only individual producers are eligible. Production Credits required for qualification are 1,500,000. Each individual producer must meet the stated production requirements, regardless of date contracted.
2. The term "individual producer" refers to any person licensed as an agent of Life Insurance Company of the Southwest (LSW) or National Life Insurance Company (National Life) except for those specifically excluded below. The following categories of agents, sales, and/or collected premium are excluded from participating in this incentive program: a) sales by agents or agencies contracted through LaSalle National Bank, NLFA, and/or ValuTeachers or any other organization determined at a future date by us to be ineligible for participation; b) all sales on the life of an agent, such agent's family members (to the extent the family business exceeds $\frac{1}{4}$ of the qualifying amount), or other agency members; c) sales by agents who are assigned to agencies and/or marketing organizations ("MO") as determined by us are excluded and/or may be subject to different qualification standards; principals of an included agency or marketing organization must be contracted separately as an individual producer to be eligible for qualification under these rules; d) unallocated Group Annuity contracts; e) sales by any Non-Commissioned Agent ("NCA") assigned to an agency and/or marketing organization which agency or MO has elected not to participate in the 2011 Conference of Champions; f) 1/10 of SureRate 2 sales are eligible, subject to the above. NCAs may qualify for the 2011 Conference of Champions.
3. Qualifying production relates to the sales of LSW and National Life annuity and life products only, must be based on at least 6 applications and is awarded only after all Policy delivery requirements are met. Production Credits are calculated as follows: One Production Credit is awarded for each dollar of issued and paid single annuity premium (regardless of Policy Form) with a maximum credit per life of 1,000,000. Single sum payments made to existing policies during the first five policy years will receive one dollar of production credit per premium dollar subject to above maximum. Four Production Credits are awarded for each dollar of issued and paid first-year annualized annuity premium, which premium is paid by salary reduction/deduction payments and/or monthly bank draft only subject to a maximum of 82,000 Production Credits per life. Six Production Credits are awarded for each dollar of annualized first-year, paid target life premium and term premium. One Production Credit is awarded for annualized, paid first-year life premium in excess of target premium. Life production credits are limited to 250,000 per life. One Production Credit will be awarded for each dollar of net annualized annuity premium increase (on salary reduction/deduction and monthly bank draft) after the first Policy Year, subject to determination under Company rules and meeting Company required persistency for agent's total book of business. Writing agent is responsible for tracking increases and submitting same for possible credit.
4. Internal Transfers will receive Production Credits based on the percentage of commissions payable on the new Policy.
5. Production Credits are awarded in the year in which the policy is issued or when a subject increase is made. No credits are given for sales that are "Not Taken." A deduction of credits may occur in the current or subsequent year if the premium on which an award is based is not collected, is refunded for any reason, and/or the commission on a policy is wholly or partially charged back. The Company will use its records to determine qualifications and make all judgments regarding applicable business.
6. No cash or alternate awards will be awarded or paid in lieu of the awards shown herein.
7. If you hold a Securities license, you will need to consult with your Broker-Dealer to see if you are eligible for non-cash compensation incentives based on your LSW and National Life annuity and life sales.
8. The Company reserves the right to determine eligibility and attendance is by invitation only. Only the qualifying producer and spouse may attend. If a qualifier has no spouse, adult guests over the age of 21 will be considered for invitation. The Conference of Champions is designed for adults and, as such, children are not allowed. Attendees must be currently appointed and contracted with LSW or National Life at the time of the Conference of Champions to be eligible for invitation.