

Ameritas launches competitive new whole life products

New options reflect field partner and consumer input

Lincoln, Neb. (July 20, 2017) – Ameritas Life Insurance Corp. recently introduced a suite of new whole life insurance products designed to offer more flexibility and options to help meet a wider range of consumer financial planning goals. The products were designed with field partners and their clients in mind.

“The new whole life lineup reflects the Ameritas focus on competitive products that put the customer’s best interests first,” said Kelly Halverson, second vice president, life product development for Ameritas. “That’s why we turned to our partners in the field to learn more about what they’re hearing from their clients as we designed these products.”

The new whole life insurance portfolio includes:

- **Ameritas Growth Whole Life**, built for long-term accumulation with an option to completely fund the policy in 10 years, and
- **Ameritas Value Plus Whole Life**, a lower premium, protection-focused product that supports long-term accumulation.

“The new whole life products are positioned for us to meet a wider range of planning goals,” said Justin Craft of Nowlin & Associates, who was among those who offered input from the field. “This gives us more flexibility and options for our clients.”

The new products join Keystone Foundation whole life insurance in the Ameritas whole life portfolio. For more information about the Ameritas whole life insurance products, [view here](#).

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Ameritas – founded in 1887, Ameritas Life Insurance Corp. and its affiliated companies – offers a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans; investments; asset management and public finance. Securities offered through affiliate Ameritas Investment Corp., member FINRA/SIPC. For more information, visit ameritas.com. Nowlin & Associates is not affiliated with Ameritas or any of its subsidiaries.

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