

## Ameritas launches new term life insurance product

*Ameritas Value Plus Term offers competitive rates and flexibility*

**Lincoln, Neb. (October 24, 2017)** – Ameritas Life Insurance Corp. unveiled a new term life insurance product offering customers attractive pricing and customizable features. The new product was launched October 20.

“Ameritas Value Plus Term offers our most competitive term insurance rates ever,” said Bob Jurgensmeier, senior vice president and chief actuary of the individual division for Ameritas. “It’s designed to be competitive across all ages, genders, face amounts and rate classes.”

In addition to competitive premiums, Ameritas Value Plus Term offers additional value and flexibility through consumer-friendly features including a conversion privilege that allows policyholders to convert to any other Ameritas permanent life insurance product. It also carries a same payor discount that cuts policy fees in half for those customers who are paying for more than one policy.

For more information about the Ameritas Value Plus Term life insurance product, try the Ameritas term rate quote [calculator](#) or visit our [resources page](#).

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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](http://ameritas.com).

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