

SPLIT-DOLLAR LIFE INSURANCE

A Split-Dollar Life Insurance Program that delivers something extra: Proven credit union expertise



Split-dollar life insurance can help you attract and retain top-notch performers. It's a benefit that executives value—and one of the most cost-effective elements of a competitive benefits package.

Life insurance is a valued benefit that can increase employee loyalty.

In uncertain times, employees appreciate benefits that can ensure their financial stability. Permanent life insurance can provide both short-term income and long-term security. MetLife's 2007 *Employee Benefits Benchmarking Report* showed a strong link between job loyalty and benefits satisfaction. Adding life insurance to your compensation package can improve your ability to attract top performers.

With a Split-Dollar Life Insurance Program, your credit union retains a security interest in an executive's life insurance policy, and your premium dollars are repaid in one of three ways:

- Out of the death benefit paid upon the executive's death
- Out of the policy's excess cash value
- Through employee reimbursement

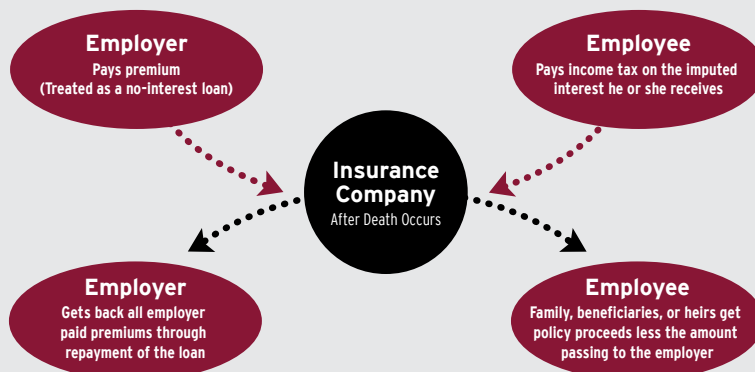
Plus, these funds are recaptured tax-free.

Flexible programs.

Your program will be designed to meet the needs of both your credit union and the individual executive—rather than an employee class. And you can add to your program as needed.

With a Split-Dollar Life Insurance Program from CUNA Mutual Group,* you'll have access to the resources of an Executive Benefits Specialist and comprehensive support team with years of experience.

Split-Dollar Life Insurance from CUNA Mutual Group is a low-risk, low-cost way to provide a valued benefit



*Insurance is sold through CUNA Mutual Insurance Society or CUNA Mutual Insurance Agency. This insurance is not a deposit and is not federally insured or guaranteed by your credit union.

Experience and expertise on your side.

All Executive Benefits Specialists have:

- Experience in life insurance and deferred compensation
- Been credentialed under rigid industry guidelines
- Gone through rigorous training
- Superior knowledge of the credit union industry
- Knowledge of both national and regional compensation and benefit trends

Behind-the-scenes support.

Your specialist has access to the resources of our comprehensive benefits staff.

- Internal Executive Benefits Specialists who are an extension of your specific EBS
- Intelligence experts that supply plan design and review, and keep an eye on regulations for potential impacts
- Service Center staffed with Registered Representatives,** M-F, 8 a.m. to 5 p.m., CST
- Web site: execben.cunamutual.com

Up-to-date compliance resources.

Our experienced compliance team has extensive knowledge of both federal and state regulations. Count on them to help you implement and maintain a compliant program.

Representatives are registered, securities are sold, and investment advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, Iowa 50677, toll-free 800.369.2862. **Nondeposit investment and insurance products are not federally insured, involve investment risk, may lose value, and are not obligations of or guaranteed by the financial institution. CBSI is under contract with the financial institution, through the financial services program, to make securities available to members.

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A program that helps create a strategic advantage for your credit union.

You face a critical challenge: how to create a compensation package that lets you attract the best executive team without compromising your mandate to return earnings to members. CUNA Mutual's Split-Dollar Life Insurance Program can help.

Our program is:

- Valued by executives who appreciate the benefits a permanent life insurance policy can provide in terms of income and loan potential and financial security for themselves and their beneficiary
- Affordable, since you can choose who receives the benefit instead of offering it to an employee class
- Secure, because it uses the life insurance policy to protect your credit union's interest
- Flexible, with a custom-designed format that ensures we meet the needs of the individual executive and your credit union
- Low-cost, as it reimburses your premiums on a tax-free basis and the cost of funds, if applicable
- A complement to your 457(f) Supplemental Retirement Plan for estate planning, key employee replacement insurance, and group term replacement coverage
- A turnkey solution that's simple and inexpensive to administer

CUNA Mutual's Split-Dollar Life Insurance Program requires no additional staffing at your credit union. You'll have a comprehensive program that's backed by the support and expertise of our extensive executive benefits team anytime you need them.

A Split-Dollar Life Insurance Program from CUNA Mutual Group is a simple and affordable way to help attract and retain top performers.

Compliance assurance is built right in.

Constant rule changes can make it hard to maintain a compliant executive benefits program. But with our extensive resources and compliance knowledge, you can rest assured that we will help your plan meet all current regulations. And we'll work with your credit union, your legal and accounting teams, and your regulators to ensure the ongoing compliance of your program.

We have developed benefits programs for over 3,800 executives at more than 1,300 credit unions. Discover for yourself the difference CUNA Mutual Group can make in your executive hiring and retention efforts. Schedule a free, no-obligation assessment with one of our Executive Benefits Specialists today. To learn more call 800.356.2644, ext. 1035.

CUNA Mutual Group is a leading provider of financial services to credit unions, their members, and valued customers worldwide. With more than 70 years of market commitment, CUNA Mutual's vision is unwavering: to be a trusted business partner who delivers service excellence with customer-focused, best-in-class products and market-driven innovation.

Visit execben.cunamutual.com or call 800.356.2644, ext. 1035 for more information.



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