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Niche Markets

Accidental Life:

- Assurity
- Fidelity Life
- Life Investors

“Big Case” Market Leaders (Term & UL):

- AIG/American General
- AXA/MONY
- Genworth
- Indianapolis Life
- ING
- John Hancock
- Lincoln Financial Group
- Met Life Investors
- National Life
- New York Life
- Phoenix
- Prudential
- TransAmerica

Cancer and Critical Illness

- AIG

Competitive Premium AGE 100 Guaranteed UL :

- AIG
- American National
- AXA/MONY
- Genworth
- ING
- Indianapolis Life
- John Hancock
- Life Investors
- Lincoln Financial Group
- Met Life Investors
- National Life
- Nationwide
- New York Life
- North American
- Phoenix
- Prudential
- TransAmerica

Disability (Blue-Grey Collar):

- AIG/American General
- Assurity

Equity Indexed UL:

- AIG/American General
- Allianz
- Indianapolis Life
- ING
- Lincoln Financial Group
- National Life
- North American
- Old Mutual/F&G
- Phoenix
- RBC Liberty Life

Final Expense:

- Americo
- Assurity
- Fidelity Life
- Life Investors
- SBLI
- TransAmerica

Government Allotment:

- American National
- West Coast Life

Graded Death Benefit:

- Americo
- Assurity
- Fidelity Life

Guaranteed Issue:

- Americo

High Target UL:

- AIG/American General
- Genworth
- Indianapolis Life
- Lincoln Financial Group
- North American
- Prudential
- West Coast Life

Impaired Risk:

- AIG/American General
- American National
- Americo
- AXA/MONY
- Fidelity Life
- ING
- John Hancock
- Lincoln Financial Group
- Met Life Investors
- Metropolitan
- Phoenix
- Prudential



Niche Markets

Low Cost Level Term:

- AIG/American General
- Genworth
- Met Life
- North American
- SBLI
- West Coast Life

Low Cost Term/Cigar Smokers:

- John Hancock
- Prudential

Low Cost Term/Cigarette Smokers:

- RBC Liberty Life
- Life Investors
- Old Mutual/F&G

Mortgage Term:

- Americo
- Assurity Life
- Fidelity Life
- Life Investors
- North American
- Old Mutual/F&G

Non-Med Term:

- Americo
- Assurity Life
- Fidelity Life
- Life Investors
- Old Mutual/F&G

Non-Med UL:

- Assurity Life
- Fidelity Life
- Life Investors

Premium Financing:

- Traditional
- Special Programs

External Exchange

- Indy Life (Avivia)
- Met Life
- Old Mutual

Return of Premium Term

- AIG/American General
- Assurity Life
- Fidelity Life
- Genworth
- ING
- Life Investors
- North American
- Old Mutual/F&G
- Prudential

Single Premium UL:

- Lincoln Financial Group

Survivorship:

- AIG
- Allianz
- AXA
- ING
- Indianapolis Life
- John Hancock
- Lincoln Financial Group
- Met Life Investors
- Nationwide
- NY Life
- Prudential
- West Coast Life

Table Shaving:

- AXA
- ING
- Indianapolis Life
- Lincoln Financial Group
- Met Life Investors
- New York Life

Whole Life

- American National
- Americo
- Assurity
- John Hancock
- Met Life Investors
- NY Life

Worksite Management:

- AIG
- Assurity

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- AIG/American General
- American National
- AXA/MONY