

Madison National Life
Insurance Company, Inc.

MNL LifeShield Plus

An Individual whole life insurance policy
specially designed for members of the
United States Armed Forces.

This explanation is provided for your easy reference and does not
modify, change or add to the provisions of the policy. Benefits and
coverage provided under Policy Form #IWLM-P-0209 (form number
varies by state).

Underwritten by
Madison National
Life Insurance
Company, Inc.



Madison National
Life Insurance Company
Independence Holding Group

IWLM-AD2-0611





The Concept

MNL LifeShield Plus was specifically designed for the service member in mind. The policy can provide quick protection with no war or terrorism clause regardless of deployment status or areas of travel. During your military career, flexible policy options are available while cash value continues to grow.

The Coverage

MNL LifeShield Plus provides valuable life insurance protection during and after military service. "No War Clause" is a part of each policy issued. While target premiums are met, coverage may remain in force through your lifetime.

The Cash Values

Over time your policy will develop cash values. You may receive these funds by borrowing from this cash value at a competitive interest rate. Interest accrues on outstanding loan amounts and may reduce the life insurance death benefit. These cash values may also be used as collateral and for securing credit.



Continuity and Continuation

MNL LifeShield Plus can be used in conjunction with Servicemember's Group Life Insurance (SGLI) during military service. Upon separation or retirement, your plan continues seamlessly into civilian life.

Convenience

When you apply for MNL LifeShield Plus, a flexible monthly premium is determined to fit your lifestyle and needs. Although government allotment is the preferred premium mode, monthly bank drafts and debit card payments are available.



The Company and its Character

Underwritten by Madison National Life Insurance Company, Inc., a member of The IHC Group, an organization composed of Independence Holding Company (NYSE: IHC) and its operating subsidiaries. Madison National Life, founded in 1961, is headquartered in Madison Wisconsin, and is rated A- "Excellent" for financial strength by A. M. Best Company, a widely recognized rating agency that rates insurance companies on their relative financial strength and ability to meet their obligations to their insureds. (An A++ rating from A.M. Best is its highest rating.)

The IHC Group has built a reputation of commitment in the market it serves. With over one million customers nationwide, The IHC Group's focus is to be an innovative partner to small businesses, individuals and families. The IHC Group had consolidated assets of more than \$1.3 billion as of May 2011.

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