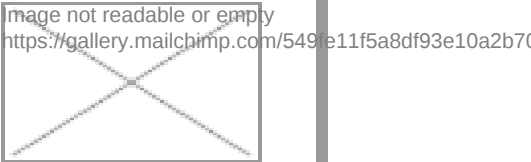


Upcoming Campaign

Submitted by Josh on August 12, 2014 - 10:42am

Upcoming Accidental Death Benefit Campaign



Upcoming Accidental Death Benefit Campaign

In 2013, Equitable participated with The Remark Group in a direct mailing campaign to Equitable Life inforce policyholders. The campaign offered policyholders meeting certain criteria the opportunity to add an **Accidental Death Benefit rider** to their existing policy with no underwriting. This campaign was nearly identical to a campaign that Equitable participated in with Remark in 1995.

In total, approximately 100,000 ADB offers were sent out to inforce policyholders in February of 2013. There was a very positive response to this campaign from clients and we want to let you know that we plan to hold another campaign with a mailing to clients in September 2014. Below is a communication that we plan to send to advisors later this week to inform them of the campaign prior to the mailing going to their clients ? there was some feedback last time that the communication with the field could have been better.

We have directed advisors who may have questions to contact their local Equitable Regional sales contacts and they are available for any questions you have as well.

We look forward to another successful campaign this year.

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