



An Excellus Company

MedAmerica Insurance Company

Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York

Home Office: Rochester, NY

MedAmerica Insurance Company of Florida

Home Office: Orlando, FL

September 1, 2009

Dear Producer,

I am very excited to share with you MedAmerica's new Simply Business Employer and Association Program. This new program reflects MedAmerica's ongoing commitment to innovation and leadership in the growing multi-life market for LTCi.

The Simply Business Program expands the use of simplified underwriting and our industry leading electronic enrollment capabilities to simplify the enrollment process for agents and the end consumer. For agents, less time enrolling means more time selling! Please review the attached bulletin for program details. Highlights include:

- New lower minimum employer group size of 3
- New agent-assisted online enrollment process
- Fewer underwriting questions
- Higher benefit limits
- Higher commissions on association business

Last year we conducted an agent survey that revealed 85% of our agents want to sell in the multi-life market, but only a small percentage actually do. As part of the Simply Business Program, this Fall we will also launch the Simply Business Selling System, a new set of selling tools to assist agents in getting started in the multi-life market. Now any agent can access this growing market with ease using our exclusive selling system and enjoy significant financial rewards.

MedAmerica has been dedicated exclusively to selling LTCi for 22 years. Simply Business captures the knowledge and experience we have gained since 1987 and marries it with the best thinking of today's multi-life experts to produce a program that will get results. I look forward to sharing many successes as you use Simply Business to tap the immense potential of the multi-life LTCi market.

Best regards,

Chris Perna
President

MedAmerica Insurance Company (Home Office: Pittsburgh, PA)
MedAmerica Insurance Company of Florida (Home Office: Orlando, FL)
MedAmerica Insurance Company of New York (Home Office: Rochester, NY)

September 1, 2009

Simply BusinessSM — New Multi-Life Program Now Available in 40 States

MedAmerica launched its Simply Business Program in 40 states today (see list on next page). Simply Business packages the unique advantages of Simplicityⁱⁱ cash long term care insurance into a simple multi-life program with a simple process, providing an efficient system to grow your business. And to get you started, MedAmerica is offering Simply Business Bucks — a simple way to earn extra cash with your Simply Business employer cases (see flyer on last page for incentive program details).

Implementation requirements follow below:

GET READY ... GET SET ... GO!

All new applications are required for our Individual, Employer and Association Programs. Your inventory of Individual applications must be discarded and replaced. New Individual materials can be ordered and/or downloaded from MedAmerica's Agent Web site.

Individual Program:

NEW Application — S2-345R-state
NEW Application Booklet — S2-235-state

Employer Program - Simplified:

NEW Application Booklet — SE2-245-state

Employer Program/Association - Modified:

NEW Application Booklet — SE2-246-state

Old Individual and Affiliation applications signed by 9/29/09 will be accepted through 10/9/09. (New York State Partnership and Connecticut Partnership affiliation sales are not affected.)

All existing Affiliation cases are closed to new enrollment effective 9/1/09. Contact your sales specialist to discuss transition. The Association Program Agreement Form (SE2-105) for member-based organizations is available for download from the Agent Web site.

Rate Proposal Program

Download new premium proposal software V1.27 from the agent Web site.

Underwriting Guides

There are now two Underwriting Guides. One for **Individual** and one for **Employer/Association Program**. These new guides are available in **download version only** from the Agent Web site.

Sample Applications

Samples of the new Employer and Association Programs Application Booklets are also available on the Agent Web site. And don't forget to order your Simply BusinessSM Worksite Sales Kit and the new Simply BusinessSM Program Overview.

40 States Rollout 9/1/09!!

- Alabama
- Alaska
- Arizona
- Arkansas
- Delaware
- District of Columbia
- Florida
- Georgia
- Idaho
- Illinois
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Michigan
- Minnesota
- Mississippi
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey — DC Trust
- New Mexico
- New York
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- West Virginia
- Wyoming

Simply BusinessSM Employer and Association Program Highlights

- Minimum employer group size: 3
- Simplified underwriting extended to Care Partners
- Short applications
- Fewer underwriting questions
- Agent-assisted online applications
- Higher Benefit Limits on Cash Benefit Accounts of \$300,000 and \$500,000. Monthly Cash Benefit maximum of \$6,000 increased to \$7,500 and \$9,000 respectively.
- New Association program for member-based organizations.

NEW! Simplified Underwriting for Care Partners: 6 Health Questions ONLY!

Actively-at-work employees **and actively-at-work Care Partners** need only answer 6 simple health questions when enrolling in an Employer-Funded group or a 50+ voluntary group. Further simplifications have been made in health status questions, reduced to a one-year screen; and fewer “knockout” questions.

NEW! Modified Application for Family Members and Care Partners

A streamlined modified application for all other eligible group members and all eligibles applying after the open enrollment. Six health questions plus a list of physicians and medications is all we ask for on the application.

NEW! Paperless Transition

If a case does not reach participation requirements for simplified underwriting, MedAmerica provides a *paperless* transition to full underwriting. No need to go back to a client for additional underwriting information, or complete a new application. We will contact the applicant, obtain additional information and complete the underwriting. It's that simple!

	Program Type	Eligible Class	Underwriting
Employer Funded	100% Employer-Funded for 10+ Actively-at-Work Employees OR 100% Employer-Funded for a combination of 10+ Actively-at-Work Employees & Care Partners <i>(Note: At least 1/2 of paid participants must be employees)</i>	Actively-at-Work Employees & Care Partners <i>(Simplified Application)</i>	<u><i>Simplified</i></u> *
	Voluntary (Employee Funded)	Group Size 3-49	All Actively-at-Work Employees & Care Partners answering “No” to 6 health questions <i>(Modified Application)</i>
Group Size 50+		All Actively-at-Work Employees & Care Partners answering “No” to 6 health questions. <i>(Simplified Application)</i>	<u><i>Simplified</i></u> *

* Simplified underwriting applies only if group has 10+ actively-at-work employees answering “No” to 6 health questions. Otherwise, full underwriting applies to all applicants via the Paperless Transition process described above.

EXPANDED Online Enrollment

Our quick and easy online enrollment system for Employer and Association programs means you can get business while you sleep at night! Eligibles can learn about long term care insurance, get a rate quote, and complete an application online at their convenience, in the comfort of their own homes. Receive leads the next morning and follow up with prospects without leaving the office. And now, our enhanced system offers agent-assisted enrollment allowing you to remotely help clients complete the online application over the phone. No paperwork!

Marketing Materials

MedAmerica offers a range of marketing materials at no cost to you. You may download or order material directly from our Web site at www.MedAmericaLTC.com, or when you have an approved case, you will have a fillable order form. For an overview of the available marketing materials, view the tutorial posted on our Web site or browse through our downloadable materials. New agent and employer materials have also been created. The new materials include:

NEW! Simply BusinessSM Worksite Sales Kit



Getting an employer case approved with MedAmerica just got easier! Complete with program highlights and rules, underwriting philosophy and guidelines, a step-by-step guide to the case approval process, all the forms you need to submit a case, and much more, the Simply Business Worksite Sales Kit is your ultimate resource for selling a Simplicityⁱⁱ employer case. This booklet (SE2-110) is available for order or download from the MedAmerica Web site.

The Simply BusinessSM Worksite Sales Kit includes the following forms:

Simply Business Application for Employer Program Offering (SE2-100)

Census Worksheet (SE2-101): For groups of 3-49, if you do not have an electronic census, simply complete this form and your sales specialist will create one for you! It's that easy!

Employee Education and Enrollment Plan (SE2-102): Required for employer-funded groups and all groups of 50+

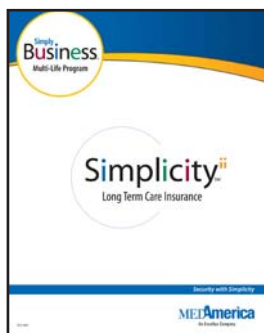
Agent Worksheet (SE2-103)

Payroll Deduction Questionnaire (SE2-104)



Multi-Life Program Overview & Product Highlight Tool

Our popular Product Highlight Tool has now been separated into two pieces. The Product Highlight Tool (S2-604 (9/09)) now focuses exclusively on the details of the Simplicityⁱⁱ product. The Multi-Life Program Overview brochure (SE2-604) provides information on the new Simply Business program rules and guidelines for employer program and association cases. Both pieces are available for order or download from the agent Web site.



NEW! Simply BusinessSM Employer Brochure

An updated version of our Employer Brochure (SE2-602) is now available for order or download from the agent Web site. This revised and updated piece now includes information on the tax advantages of offering employer-sponsored long term care insurance and details on executive carve out programs.

Simply
BusinessSM
Employer Program

Simply
BusinessSM
Bucks\$ 

It's simple to earn extra cash with MedAmerica's *NEW* Simply Business Program!

1

**Submit a Simply Business
Employer Program Case and
have it approved between
9/1/09 & 12/31/09**

2

Placed apps earn you CASH!

1-9 Apps Placed*

EARN \$250!

*Yes, just ONE placed policy on a new
MedAmerica Employer Case, you
earn \$250 CASH!*

10+ Apps Placed*

***EARN \$500
PLUS 5% of Placed
Premium on the case!***

THINK BIG!

The larger your case, the bigger
the payout. For example, with an
\$80,000 paid case, you can earn
\$4,500 CASH!

Simply Business Bucks Incentive Program Rules: (Check with your Supervising General Agency to confirm your eligibility for this incentive.)

- New Simply Business Employer Program cases that are approved between 9/1/09 and 12/31/09 are eligible for the cash payout.
- Cash payout reward is based on premiums earned on an approved case during open enrollment. The open enrollment must occur between 9/1/09 and 3/31/10.
- Simply Business Bucks cash payout is payable only on **PLACED** business. No business placed, no payout issued.
- * • Simply Business Bucks cash payout is payable 30 days after the open enrollment concludes. Production will be measured and the reward calculated at that time.
- Simply Business Bucks cash is payable only to the agent of record on the Employer Program case.

800.724.1582

Security with Simplicity

Call your sales specialist today to get started selling MedAmerica's *NEW* Simply BusinessSM Employer Program and earn your Simply Business Bucks Cash Payout!

MEDAmerica