

Getting the
additional life
insurance you
need is easy –
and
affordable



HERO LIFE
EVEN HEROES NEED PROTECTION





**You have life insurance
through work.
*But is it enough?***

The recommended coverage amount

10x Salary

\$200,000

=

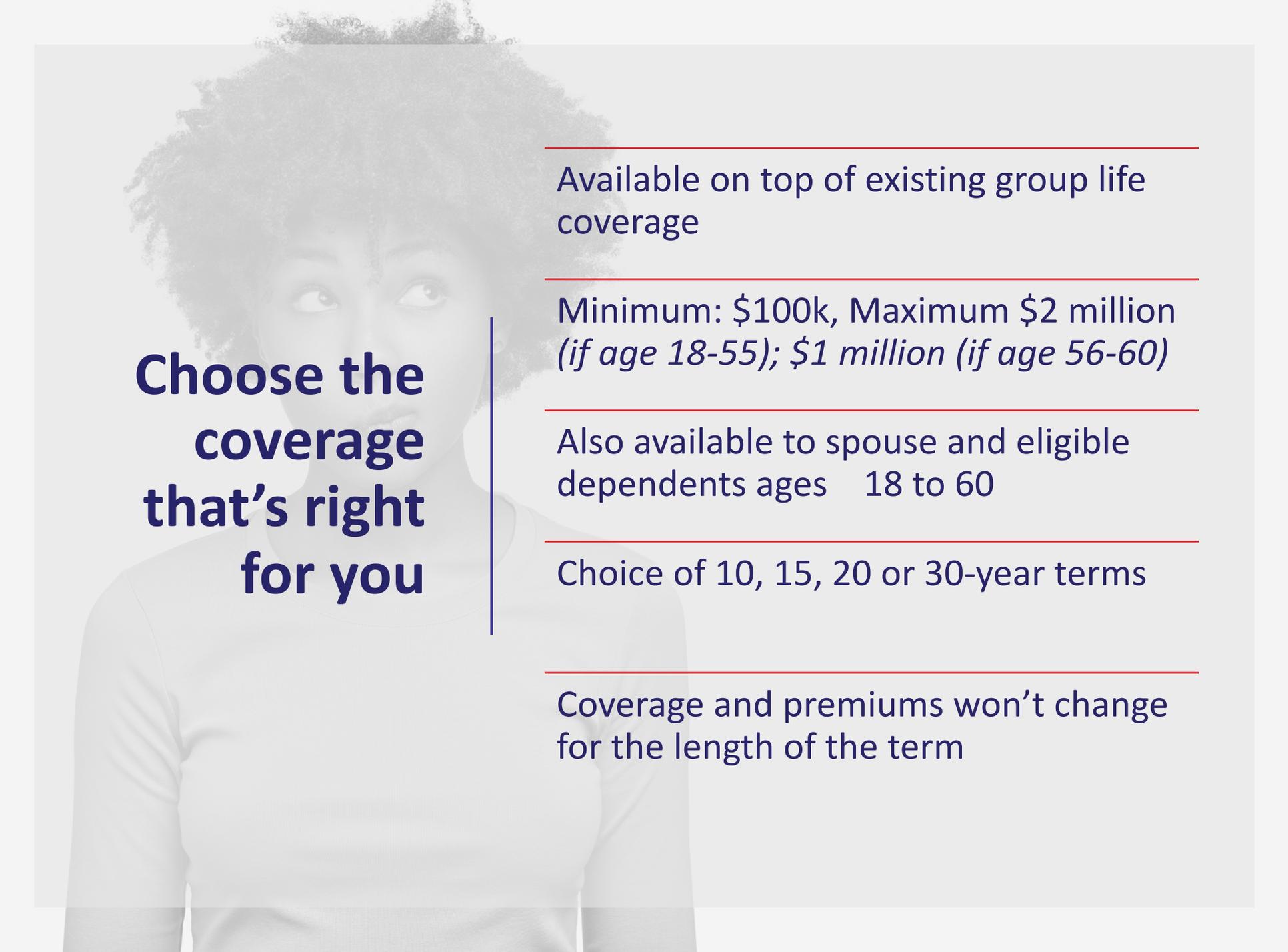
the average gap most people have between the life insurance they have and what they need



Introducing Hero Life

An easy and affordable way to get the additional coverage you need.

- Up to 30X salary (or \$2 million) available – regardless of other group life insurance you have
- No-hassle online application process
- No medical exams



**Choose the
coverage
that's right
for you**

Available on top of existing group life coverage

Minimum: \$100k, Maximum \$2 million
(if age 18-55); \$1 million (if age 56-60)

Also available to spouse and eligible dependents ages 18 to 60

Choice of 10, 15, 20 or 30-year terms

Coverage and premiums won't change for the length of the term



Apply online. Get coverage within minutes.

- No medical exams required
- Instant issue: 96% of applicants receive a coverage decision within 90 seconds
- Conveniently billed to your debit or credit card





Hero Life: The additional life insurance you need – hassle-free

- Enroll anytime (not just at annual enrollment)
- Buy some coverage now, and add to it later as needed
- You own the coverage (take it with you and keep it in force as life changes)

How to apply

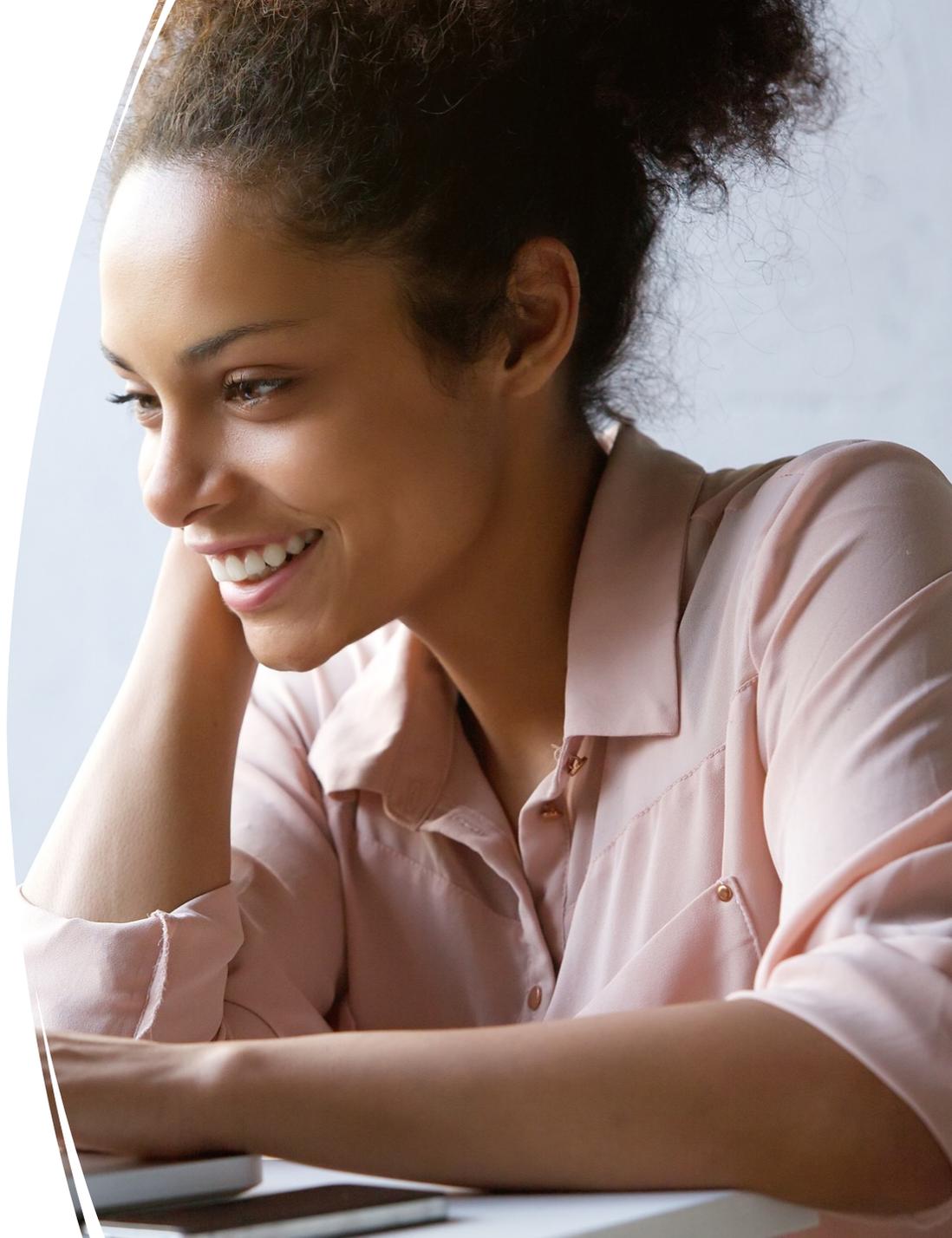
1. Employer provides link to application website

 2. Have some basic information handy before you start online app

- Social Security number
- Driver's license
- Policy info for any existing individual life insurance

3. Call our expert call center if you have questions as you apply

800-430-3932 11 am – 8 pm EST





No medical exams, bodily fluids, or Attending Physician's Statement (APS) for those applicants who qualify. Issuance of the policy may depend on upon the answers to the health questions in the application.

Premium rate and coverage are guaranteed as long as the scheduled payments are made.

Term life is not guaranteed issue and client must qualify for accelerated underwriting.

Hero Life is underwritten through Assurity Life Insurance Company. Assurity is A- (Excellent). A.M. Best ratings for insurers' financial strength range from A++ (Superior) to F (In liquidation). Hero Life is offered by Innovative Brokerage Network, DBA Traffk (Home Office: Louisville, KY) and is a consumer insurance marketing company.