



*f*rom the desk of
Gene Grimland
 President,
 General Agency
 Marketing Division

SECURITY

in an uncertain world

The insurance world is experiencing unprecedented turbulence and uncertainty. Insurers are having financial problems from over-expansion and premium rate shortages and HMOs are dropping customers because of incorrect calculations about the risk of coverages.

United American and other Torchmark companies, however, remain stable and SECURE despite the tumultuous landscape (*See p. 4 for a review of Torchmark's first quarter financial highlights*). Torchmark (NYSE: TMK) reported an increase of 11 percent in earnings per share from operations for the first quarter of 2000 compared with the same time period of 1999.

It's relatively easy to understand why and how UA and Torchmark have managed to maintain a stable base. UA has requested and implemented necessary rate adjustments that are fair and equivalent to the claims losses.

A major priority at United American is to serve the customer well with coverage that is secure, stable and a good value for the premium dollars spent. In turn, UA and its Agents are rewarded with customer loyalty derived from persistency.

A low premium is easier to sell, but such sales are of no value if the company cannot pay the claims or commissions. United American is able to attract and maintain Agents because the COMMISSIONS ARE SECURE.

As Independent Agents, you must help your clients make a choice. Offer the best ... not the rest.