

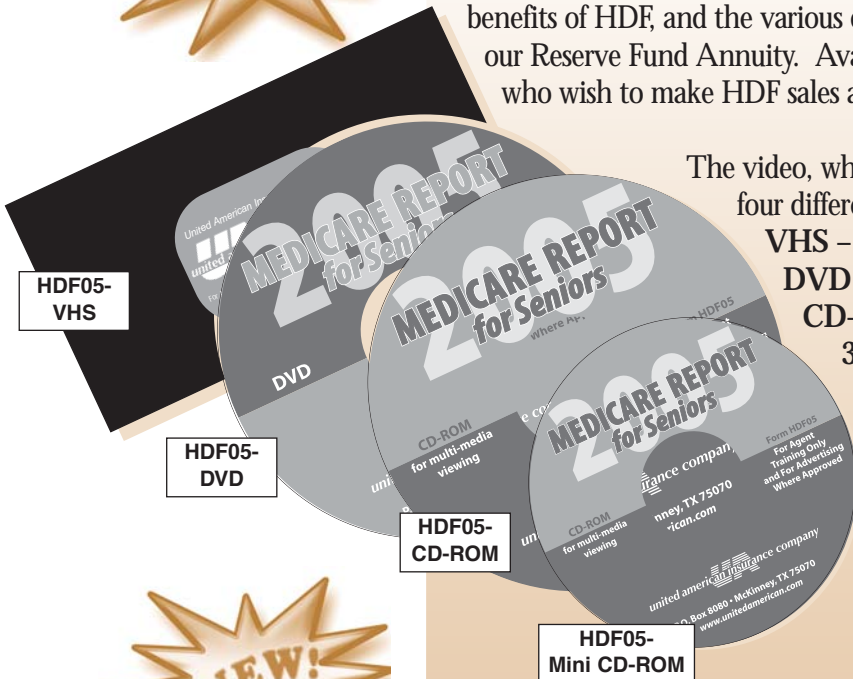
It's a Marketing Explosion!

NEW HDF TOOLS

High Deductible Plan F practically sells itself, but should you want a little assistance, we offer an informative selection of Marketing Tools to educate you and your customers.



2005 Medicare Report for Seniors (HDF05) is a new 18-minute Medicare Supplement video used for Agent training and customer education on UA's new High Deductible Plan F(HDF). It highlights UA's experience in the Medicare market, the Medicare program and how it works, out-of-pocket expenses, the features and benefits of HDF, and the various deductible funding options policyholders have through our Reserve Fund Annuity. Available through Supply, this is a must-have for all those who wish to make HDF sales an expanding and thriving part of their business.



The video, which will also be available on our website, is offered in four different formats and priced individually as follows:

VHS – \$1.60

DVD – \$1.10

CD-Rom – \$.50

3" Mini CD-Rom – \$1.15

Available in all states for training and for use in sales presentations where state approved. Video may be approved in states where HDF is not. Please see page 9 for HDF product approvals.



HDF05 is approved for advertising in states marked with an "X" at press time.

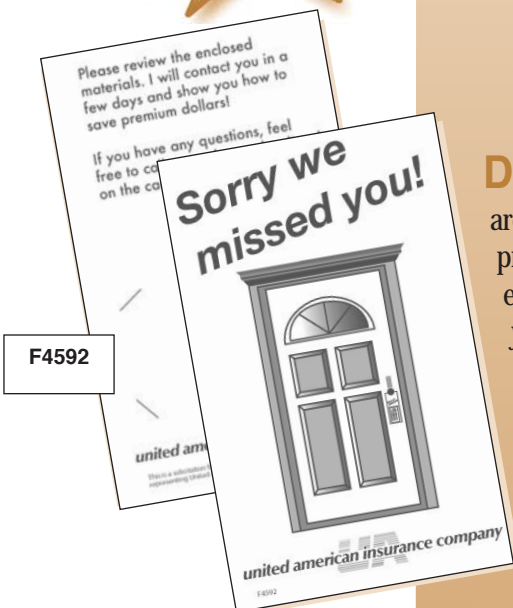
AK	-	GA	X	MA	-	NJ	-	SD	-
AL	X	HI	X	MD	-	NM	X	TN	-
AZ	X	ID	-	MI	X	NC	-	TX	-
AR	-	IL	X	MN	-	ND	X	UT	X
CA	X	IN	-	MS	X	OH	-	VA	-
CO	X	IA	X	MO	X	OK	-	VT	-
CT	X	KS	-	MT	-	OR	-	WA	-
DE	X	KY	-	NE	X	PA	-	WI	-
DC	X	LA	-	NV	-	RI	-	WV	X
FL	-	ME	-	NH	X	SC	-	WY	X

HDF05-
Mini CD-ROM

Door Hanger Bags with Inserts (F4592)

are new generic items to help you get the word out about HDF and other UA products. The clear plastic bag measures 6" by 12" with a circular diecut that fits easily over a door knob. Insert the 4 1/2" by 7 1/2" card that reads "Sorry we missed you" (F4592) along with a copy of the new HDF video in VHS, DVD or CD format. The insert requests the recipient review the enclosed material and lets them know you'll return to pick up the presentation. At that time you can discuss how you can save them money on premiums. There's even a slot for your business card! This dynamic duo can also be used with any of our other available marketing materials.

Bags and inserts sell together for \$.02 each. Minimum order is 50.



F4592