



GUARANTEE TRUST LIFE INSURANCE COMPANY'S
2012 SALES CONVENTION

Sept. 19th through Sept. 23rd 2012

75 YEARS
G.T.L.[®]

THE
BROADMOOR
COLORADO SPRINGS



Dear Agent,

In June of 1936, Richard Holson founded a company known today as Guarantee Trust Life Insurance Company. It was a bold venture for a man in his mid thirties with little money in the midst of the Great Depression. His only child and namesake, and until recently our Chairman and C.E.O., Richard S. Holson Jr. built the company into a legitimate, viable operation.

In 1936, our founder would have had little faith his company would be kicking around seventy five years later. But here we are in 2011 with our sights set on a successful 2012 and beyond. With Guarantee Trust Life's 75th Anniversary fresh on our minds we are very pleased to announce our 2012 Sales Convention and hope it extends to you our sense of gratitude for your contribution to our continued success.

The theme of our 2012 Convention is *The Beat Goes On*. Not many companies in America can make the claim they've reached their Diamond Anniversary. We are proud of our achievement and aren't quite done. As we set our sights to the future and move into our 76th year of business, with your help GTL's *Beat Goes On*.



We look forward to having you as our guest at The Broadmoor and celebrating our shared accomplishments.

With Great Appreciation,
Richard S. Holson III | *Chairman, CEO & President*



75 YEARS
G.T.L.®





How to
Qualify

The contest period runs from October 17th 2011 through July 15th 2012

QUALIFYING LEVELS: • **Writing Agent:** 100,000 points

- ***General Agency:** Top 10 General Agencies with a minimum of 250,000 points
- **Managing General Agency / FMO:** Top 15 MGA's / FMO's with a minimum of 400,000 points

HOW TO ACCUMULATE POINTS:

- **Advantage Plus & Supplemental Solutions Cancer** = Earn 1.5 points for every dollar of A.P.I.
 - **Critical Illness, Accident & Ancillary Health** = Earn 1.25 points for every dollar of A.P.I.
 - **Non-Med Term and all other Life** = Earn 1.0 point for every dollar of A.P.I.
- A.P.I. = Annualized Premium Issued

QUESTIONS:

Contact your Regional Sales Manager or Sales Support at 1-800-323-6907
Our 2012 Sales Convention, located at The Broadmoor in Colorado Springs, Colorado,
is from Wednesday Sept. 19th through Sunday Sept. 23rd 2012

* A General Agency is defined as an agency who reports directly to a Managing General Agency or FMO.

All applications must be dated within the contest period and issued, paid for and in force by July 31st, 2012 to qualify.

All qualifiers must meet minimum placement and persistency levels to qualify. Qualification and status updates will be provided on a monthly basis.



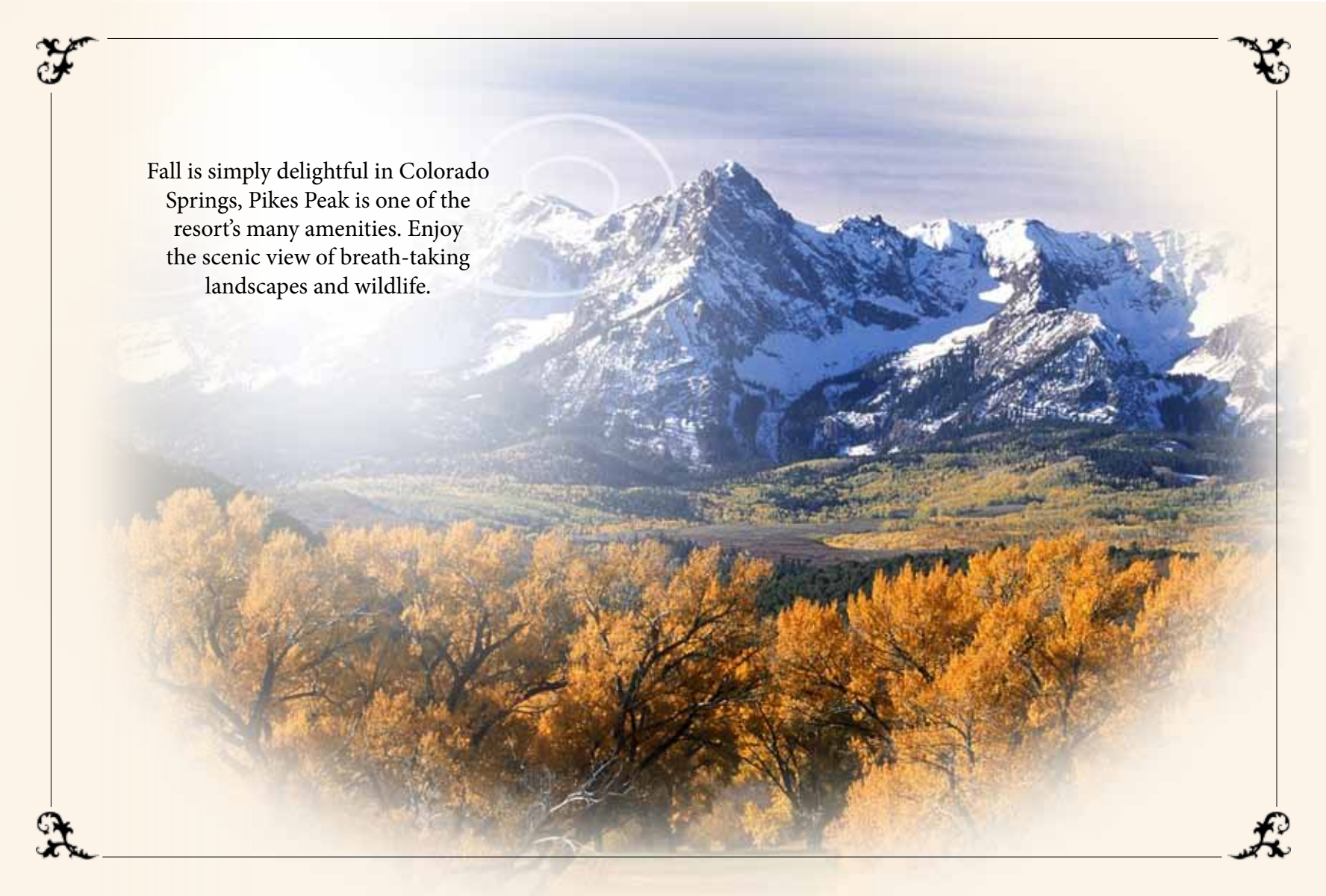


*A b o u t
t h e
R e s o r t*

THE
BROADMOOR
COLORADO SPRINGS

The Broadmoor Resort is an exquisite, longstanding fixture with Pikes Peak majestic mountain crowning its beauty. Located just five minutes from downtown Colorado Springs, The Broadmoor is nestled in the heart of one of the most beautiful and historic places on Earth. The Pikes Peak region is surrounded by dozens of attractions that are open year-round and appeal to sightseers, nature, sports and adventure-minded travelers.

The resort is located on 3,000 lush acres under the shadow of the Cheyenne Mountain and offers an award-winning day spa, fitness center, two swimming pools, three outdoor hot tubs, one lap pool, 54 holes of championship golf and six tennis courts. The Five-Star, Five-Diamond resort continues to stand in the forefront of world-class facilities, amenities and service.



Fall is simply delightful in Colorado Springs, Pikes Peak is one of the resort's many amenities. Enjoy the scenic view of breath-taking landscapes and wildlife.

The Five-Star Spa at The Broadmoor is an extraordinary experience where your appointment becomes an escape and your visit becomes a tradition.



Regardless of your handicap,
you'll find The Broadmoor's three
championship golf courses challenging
and enjoyable, with tee markers of
varying lengths across 3 courses.



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www.GTLIC.com
1275 Milwaukee Ave. Glenview IL, 60025