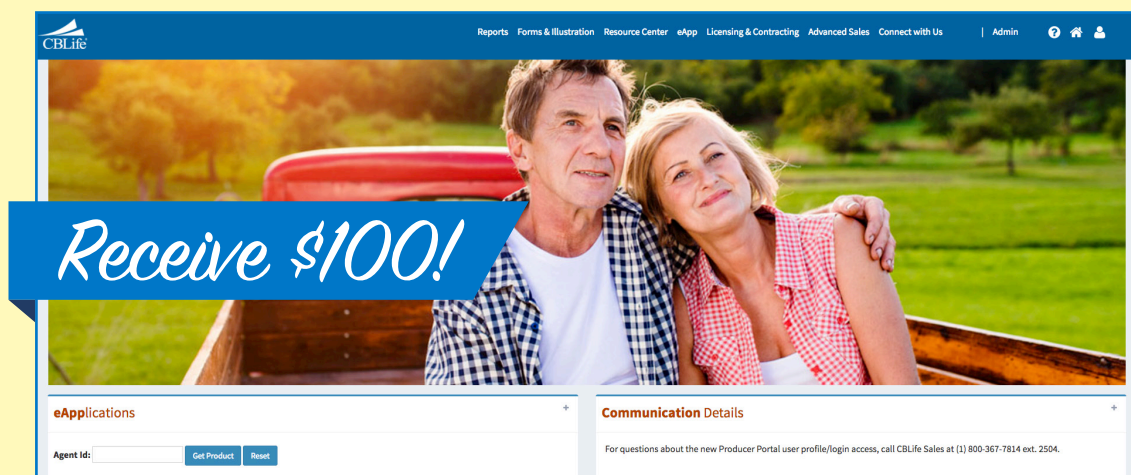




Use Less, Get More!

In honor of the *48th Annual Earth Day* this April, Colorado Bankers Life Insurance Company® (CBLife) would like to help you get rid of those stacks of paper and declutter by using our new **CBLife eApp for Annuities** to submit electronic applications easily on the CBLife Producer Portal!



We're sponsoring a promotion beginning Sunday, April 1, 2018 and running through Thursday, May 31, 2018. Qualified Producers are eligible to **receive a \$100.00** award for any e-App submitted during the promotion period.*

Who's eligible? All CBLife appointed producers selling our **CBLA-3, CBLA-5, and CBLA-7** products.

Promotion parameters: Applications must be submitted (with contract owner and producer signatures completed) to the CBLife eApp *by May 31, 2018*. *All Annuity applications written during the qualified period must be issued before any award is paid. Award to be paid once promotion is over.

FOR AGENT USE ONLY

CBLA-3, CBLA-5 and CBLA-7 contract form series ICC17C-SPDACD and C-SPDACD, and application series ICC17A-SPDACD and A-SPDACD.

Products and services are underwritten and/or provided by Colorado Bankers Life Insurance Company® (Durham, NC), licensed in 49 states (excluding New York), the District of Columbia and Puerto Rico. Products and services may not be available in all states.

Not FDIC/NCUA insured • Withdrawal charges may apply • Not bank/CU guaranteed • Not a deposit • Not insured by federal government agency