Guardian

The Next Generation of Whole Life

Whole life guarantees / index-powered upside potential

As a Financial Representative, you appreciate the stability that traditional participating whole life insurance offers your clients. Whole life is a powerful financial instrument designed to protect loved ones, while building long-term cash value.

Now, whole life's growth potential is further enhanced by Guardian's innovative Index Participation Feature (IPF),[1,2,3] a rider that offers investment flexibility with cash value upside potential.

IPF: The guarantees you expect; the indexed-powered upside you're looking for — only from Guardian.

IPF in action

IPF is an innovative feature that combines the guarantees of whole life with the upside potential of index-linked flexibility. Policy owners may choose to deploy all or a percentage of their cash value of paid-up additions[4] into an index-linked segment.

On the upside: There is a guaranteed minimum cap rate of 8%, currently 12.5%.

When the stock market is "down": The IPF offers downside protection through a 4% guaranteed floor, ensuring that even in "down" markets, the policy's cash value will still grow.

Choosing IPF enables your clients to leverage assets by keeping more dollars working potentially harder, which may boost cash values at an accelerated pace.

Key steps

A Determine allocation to IPF

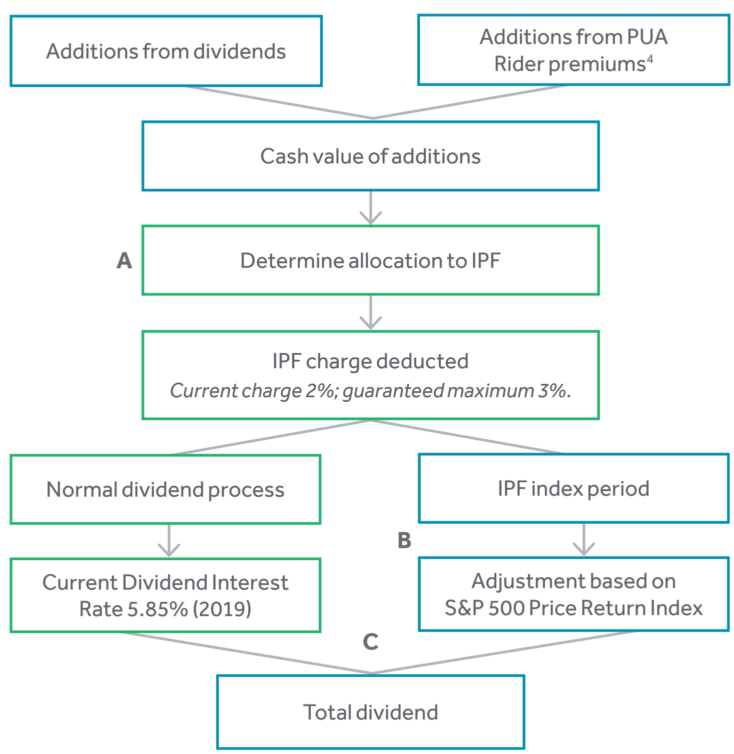
IPF provides policy owners with flexibility in choosing the amount of index exposure, from 0%-100%, with continued flexibility to change their allocation prior to each new index period. (Amounts allocated to IPF will be reduced by current 2% IPF segment charges.)

B Allocations track the index

Allocations placed into the IPF will track the annual performance of the S&P 500® Price Return Index[5], subject to a cap and a floor. At the end of the index period, an adjustment will be made, resulting in a higher or lower policy dividend[6]. The cash value of additions, if any, not allocated into the IPF will flow through the normal dividend process.

C Dividends

The adjusted dividend is applied according to the policy dividend option and IPF allocation.



The same whole life traditional values remain intact:

Three levels of **tax advantages:**[7]

- **Cash value buildup**
- **Loans & withdrawals**[8]
- **Beneficiary distributions**

All the **same guarantees:**[9]

- **Death benefit**
- **Cash value**
- **Level premium payments**

The bottom line

Whole life with IPF delivers to policy owners:

- Immediate life protection with the same whole life guarantees
- Long-term growth potential with index-linked power...**and**
- Flexible access along the way

The next generation of whole life is here

You can see the IPF in action on Guardian's powerful microsite, where you will find many resources, including a video, calculator tool and much more. Visit **www.nextgenwholelife.com** today!

Contact your local Guardian® agency today to learn more about how you can offer your clients the Next Generation of Whole Life.

The Guardian Life Insurance Company of America

guardianlife.com

New York, NY

Rider Forms 18-PUA,15-IPR
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[1] IPF is available in approved states, and only at issue, with select Guardian participating whole life policies.

[2] Whole life riders may incur either an additional premium or cost. Riders may not be available in all states.

[3] The Index Participation Feature (IPF) is a rider available with select Guardian participating whole life policies. With the IPF, policyholders can allocate between 0% and 100% of the cash value of paid-up additions (PUA) to the IPF each year. The IPF provides an adjustment to the dividend paid under the policy. This adjustment, subject to the cap rate (currently 12.5%, guaranteed minimum cap of 8%) and floor (currently 4%, guaranteed minimum floor of 4%), may be positive or negative based on index performance. Adverse market performance can create negative dividend adjustments which may cause lower overall cash values than would otherwise have accrued had the IPF not been selected. While the adjustment provided by this rider is affected by an external index, it does not participate in any stock or equity investment of the external index. The cost of the IPF rider is currently 2% with a guaranteed rate of 3% on the IPF portion of the policy. Policy loans against, or withdrawals of, values allocated to the IPF could negatively impact rider performance. Selection of the IPF may restrict the use of certain dividend options. Because the IPF is not a security registered with the Securities and Exchange Commission, agents do not need a securities license to sell it.

[4] PUAs are purchases of additional insurance (death benefit) that have a cash value. These purchases are made with dividends and/or a rider that allows the policyholder to pay an additional premium over and above the base premium. This creates the growth of death benefit and cash values in a participating whole life policy. Adding large amounts of paid-up additions may create a Modified Endowment Contract (MEC). A MEC is a type of life insurance contract that is subject to last-in-first-out (LIFO) ordinary income tax treatment, similar to distributions from an annuity. The distribution may also be subject to a 10% federal tax penalty on the gain portion of the policy if the owner is under age 59½. The death benefit is generally income tax free.

[5] The S&P 500 Price Return Index is a product of S&P Dow Jones Indices LLC ("SPDJI") and has been licensed for use by The Guardian Life Insurance Company of America (Guardian). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Guardian. The Index Participation Feature ("Product") is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such Product nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Price Return Index.

[6] Dividends are not guaranteed. They are declared annually by Guardian's Board of Directors.

[7] Guardian, its subsidiaries, agents, and employees do not provide tax, legal, or accounting advice. Consult your tax, legal, or accounting professional regarding your individual situation.

[8] Policy benefits are reduced by any outstanding loan or loan interest and/or withdrawals. Dividends, if any, are affected by policy loans and loan interest. Withdrawals above the cost basis may result in taxable ordinary income. If the policy lapses, or is surrendered, any outstanding loans considered gain in the policy may be subject to ordinary income taxes. If the policy is a Modified Endowment Contract (MEC), loans are treated like withdrawals, but as gain first, subject to ordinary income taxes. If the policy owner is under age 59½, any taxable withdrawal may also be subject to a 10% federal tax penalty.

[9] All whole life insurance policy guarantees are subject to the timely payment of all required premiums and the claims-paying ability of the issuing insurance company. Policy loans and withdrawals affect the guarantees by reducing the policy's death benefit and cash values.