

COMPETITIVE EDGE



INDIANAPOLIS LIFE

An AMERUS Company



A Royal Flush

Indianapolis Life is holding all of the cards! With our diverse portfolio of equity indexed life products, it's no wonder that AmerUs Life Insurance Group continues to be the #1 marketer of EIL products in the nation. According to The Advantage Group, AmerUs led third quarter EIL sales with \$11 million in paid premium. EIL Sales for the year-to-date now total \$36.7 million, a 13% increase over the first three quarters of 2002! No question about it, you'll want to hold on to your cards with these results:

2003 EIL Sales

Company	3rd Qtr. 2003 Premium	Year-to-date Premium
1. AmerUs Life Insurance Group	\$11,448,000	\$36,675,000
2. Conseco	\$4,670,563	\$14,025,106
3. Allstate	\$1,984,908	\$6,028,243
4. Lafayette	\$949,142	\$3,836,329
5. Allianz	\$666,390	\$1,513,693

Source: The Advantage Group, an independent research firm specializing in equity indexed products.

Just think, over half of all EIL premium dollars are written with AmerUs Life Insurance Group! For more information on our market leading products, log onto www.indylifeline.com.

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