

Torchmark Health Net Sales Detail

| | <u>YTD 2009</u> | <u>Second Qtr 2009</u> | <u>First Qtr 2009</u> | <u>YTD 2008</u> | <u>Fourth Qtr 2008</u> | <u>Third Qtr 2008</u> | <u>Second Qtr 2008</u> | <u>First Qtr 2008</u> |
|---|----------------------|----------------------------|---------------------------|-----------------------|----------------------------|---------------------------|----------------------------|---------------------------|
| United American General Agency | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 7,262 | 3,536 | 3,726 | 23,084 | 4,503 | 5,054 | 6,315 | 7,212 |
| Med Supp | <u>6,188</u> | <u>2,565</u> | <u>3,623</u> | <u>14,517</u> | <u>6,207</u> | <u>2,245</u> | <u>3,374</u> | <u>2,691</u> |
| Health Total | <u>13,450</u> | <u>6,101</u> | <u>7,349</u> | <u>37,601</u> | <u>10,710</u> | <u>7,299</u> | <u>9,689</u> | <u>9,903</u> |
| United American Branch Office Agency | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 9,270 | 3,744 | 5,526 | 64,126 | 8,947 | 13,423 | 18,765 | 22,991 |
| Med Supp | <u>2,627</u> | <u>1,144</u> | <u>1,483</u> | <u>7,422</u> | <u>1,850</u> | <u>1,447</u> | <u>1,785</u> | <u>2,340</u> |
| Health Total | <u>11,897</u> | <u>4,888</u> | <u>7,009</u> | <u>71,548</u> | <u>10,797</u> | <u>14,870</u> | <u>20,550</u> | <u>25,331</u> |
| Direct Response | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 549 | 544 | 5 | 325 | 19 | 3 | 87 | 216 |
| Med Supp | <u>1,460</u> | <u>1,052</u> | <u>408</u> | <u>5,498</u> | <u>2,261</u> | <u>739</u> | <u>1,232</u> | <u>1,266</u> |
| Health Total | <u>2,009</u> | <u>1,596</u> | <u>413</u> | <u>5,823</u> | <u>2,280</u> | <u>742</u> | <u>1,319</u> | <u>1,482</u> |
| Liberty National Captive | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 6,310 | 3,371 | 2,939 | 12,087 | 3,628 | 3,289 | 2,893 | 2,277 |
| Med Supp | <u>46</u> | <u>9</u> | <u>37</u> | <u>96</u> | <u>14</u> | <u>20</u> | <u>40</u> | <u>22</u> |
| Health Total | <u>6,356</u> | <u>3,380</u> | <u>2,976</u> | <u>12,183</u> | <u>3,642</u> | <u>3,309</u> | <u>2,933</u> | <u>2,299</u> |
| American Income | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 6,373 | 3,591 | 2,782 | 11,848 | 2,925 | 3,029 | 3,123 | 2,771 |
| Med Supp | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| Health Total | <u>6,373</u> | <u>3,591</u> | <u>2,782</u> | <u>11,848</u> | <u>2,925</u> | <u>3,029</u> | <u>3,123</u> | <u>2,771</u> |
| Total Health Net Sales | | | | | | | | |
| Health | | | | | | | | |
| Limited - Benefit Plans | 29,764 | 14,786 | 14,978 | 111,470 | 20,022 | 24,798 | 31,183 | 35,467 |
| Med Supp | <u>10,321</u> | <u>4,770</u> | <u>5,551</u> | <u>27,533</u> | <u>10,332</u> | <u>4,451</u> | <u>6,431</u> | <u>6,319</u> |
| Health Total | <u><u>40,085</u></u> | <u><u>19,556</u></u> | <u><u>20,529</u></u> | <u><u>139,003</u></u> | <u><u>30,354</u></u> | <u><u>29,249</u></u> | <u><u>37,614</u></u> | <u><u>41,786</u></u> |

* Net sales is defined as annualized premium issued, net of cancellations in the first 30 days after issue, except at Direct Response where net sales is annualized premium issued at the time the first full premium is paid after any introductory offer period has expired.