

## Torchmark Health Net Sales Detail

	YTD 2010	Third Qtr 2010	Second Qtr 2010	First Qtr 2010	YTD 2009	Fourth Qtr 2009	Third Qtr 2009	Second Qtr 2009	First Qtr 2009
<b>United American General Agency</b>									
Health									
Limited - Benefit Plans	4,406	1,018	1,658	1,730	12,256	2,054	2,940	3,536	3,726
Med Supp	14,814	4,206	4,677	5,931	30,431	19,892	4,351	2,565	3,623
Health Total	19,220	5,224	6,335	7,661	42,687	21,946	7,291	6,101	7,349
<b>United American Branch Office Agency</b>									
Health									
Limited - Benefit Plans	3,093	927	1,168	998	13,266	1,666	2,330	3,744	5,526
Med Supp	2,879	686	998	1,195	4,370	960	783	1,144	1,483
Health Total	5,972	1,613	2,166	2,193	17,636	2,626	3,113	4,888	7,009
<b>Direct Response</b>									
Health									
Limited - Benefit Plans	536	22	462	52	665	29	87	544	5
Med Supp	3,832	848	932	2,052	10,233	7,939	834	1,052	408
Health Total	4,368	870	1,394	2,104	10,898	7,968	921	1,596	413
<b>Liberty National Captive</b>									
Health									
Limited - Benefit Plans	4,828	1,711	1,609	1,508	12,040	2,623	3,107	3,371	2,939
Med Supp	44	29	8	7	91	30	15	9	37
Health Total	4,872	1,740	1,617	1,515	12,131	2,653	3,122	3,380	2,976
<b>American Income</b>									
Health									
Limited - Benefit Plans	10,241	3,151	3,612	3,478	13,393	3,632	3,388	3,591	2,782
Med Supp	0	0	0	0	0	0	0	0	0
Health Total	10,241	3,151	3,612	3,478	13,393	3,632	3,388	3,591	2,782
<b>Total Health Net Sales</b>									
Health									
Limited - Benefit Plans	23,104	6,829	8,509	7,766	51,620	10,004	11,852	14,786	14,978
Med Supp	21,569	5,769	6,615	9,185	45,125	28,821	5,983	4,770	5,551
Health Total	44,673	12,598	15,124	16,951	96,745	38,825	17,835	19,556	20,529

\* 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.