

## Torchmark Health Net Sales Detail

	<u>YTD 2010</u>	<u>Fourth Qtr 2010</u>	<u>Third Qtr 2010</u>	<u>Second Qtr 2010</u>	<u>First Qtr 2010</u>	<u>YTD 2009</u>	<u>Fourth Qtr 2009</u>	<u>Third Qtr 2009</u>	<u>Second Qtr 2009</u>	<u>First Qtr 2009</u>
<b>United American General Agency</b>										
Health										
Limited - Benefit Plans	4,596	190	1,018	1,658	1,730	12,256	2,054	2,940	3,536	3,726
Med Supp	<u>27,444</u>	<u>12,630</u>	<u>4,206</u>	<u>4,677</u>	<u>5,931</u>	<u>30,431</u>	<u>19,892</u>	<u>4,351</u>	<u>2,565</u>	<u>3,623</u>
Health Total	32,040	12,820	5,224	6,335	7,661	42,687	21,946	7,291	6,101	7,349
<b>Direct Response</b>										
Health										
Limited - Benefit Plans	549	13	22	462	52	665	29	87	544	5
Med Supp	<u>4,548</u>	<u>716</u>	<u>848</u>	<u>932</u>	<u>2,052</u>	<u>10,233</u>	<u>7,939</u>	<u>834</u>	<u>1,052</u>	<u>408</u>
Health Total	5,097	729	870	1,394	2,104	10,898	7,968	921	1,596	413
<b>Liberty National Captive</b>										
Health										
Limited - Benefit Plans	10,385	2,464	2,638	2,777	2,506	25,306	4,289	5,437	7,115	8,465
Med Supp	<u>3,804</u>	<u>881</u>	<u>715</u>	<u>1,006</u>	<u>1,202</u>	<u>4,461</u>	<u>990</u>	<u>798</u>	<u>1,153</u>	<u>1,520</u>
Health Total	14,189	3,345	3,353	3,783	3,708	29,767	5,279	6,235	8,268	9,985
<b>American Income</b>										
Health										
Limited - Benefit Plans	13,081	2,840	3,151	3,612	3,478	13,393	3,632	3,388	3,591	2,782
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>	<u>0</u>	<u>0</u>
Health Total	13,081	2,840	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	28,611	5,507	6,829	8,509	7,766	51,620	10,004	11,852	14,786	14,978
Med Supp	<u>35,796</u>	<u>14,227</u>	<u>5,769</u>	<u>6,615</u>	<u>9,185</u>	<u>45,125</u>	<u>28,821</u>	<u>5,983</u>	<u>4,770</u>	<u>5,551</u>
Health Total	<u>64,407</u>	<u>19,734</u>	<u>12,598</u>	<u>15,124</u>	<u>16,951</u>	<u>96,745</u>	<u>38,825</u>	<u>17,835</u>	<u>19,556</u>	<u>20,529</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.