

Torchmark Health Net Sales Detail

	<u>First Qtr 2011</u>	<u>YTD 2010</u>	<u>Fourth Qtr 2010</u>	<u>Third Qtr 2010</u>	<u>Second Qtr 2010</u>	<u>First Qtr 2010</u>
United American General Agency						
Health						
Limited - Benefit Plans	249	4,596	190	1,018	1,658	1,730
Med Supp	6,871	27,444	12,630	4,206	4,677	5,931
Health Total	<u>7,120</u>	<u>32,040</u>	<u>12,820</u>	<u>5,224</u>	<u>6,335</u>	<u>7,661</u>
Direct Response						
Health						
Limited - Benefit Plans	25	549	13	22	462	52
Med Supp	1,673	4,548	716	848	932	2,052
Health Total	<u>1,698</u>	<u>5,097</u>	<u>729</u>	<u>870</u>	<u>1,394</u>	<u>2,104</u>
Liberty National Captive						
Health						
Limited - Benefit Plans	2,415	10,385	2,464	2,638	2,777	2,506
Med Supp	556	3,804	881	715	1,006	1,202
Health Total	<u>2,971</u>	<u>14,189</u>	<u>3,345</u>	<u>3,353</u>	<u>3,783</u>	<u>3,708</u>
American Income						
Health						
Limited - Benefit Plans	2,499	13,081	2,840	3,151	3,612	3,478
Med Supp	0	0	0	0	0	0
Health Total	<u>2,499</u>	<u>13,081</u>	<u>2,840</u>	<u>3,151</u>	<u>3,612</u>	<u>3,478</u>
Total Health Net Sales						
Health						
Limited - Benefit Plans	5,188	28,611	5,507	6,829	8,509	7,766
Med Supp	9,100	35,796	14,227	5,769	6,615	9,185
Health Total	<u>14,288</u>	<u>64,407</u>	<u>19,734</u>	<u>12,598</u>	<u>15,124</u>	<u>16,951</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.