

Torchmark Health Net Sales Detail

	<u>YTD 2011</u>	<u>Second Qtr 2011</u>	<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	538	289	249	4,596	190	1,018	1,658	1,730
Med Supp	<u>11,291</u>	<u>4,420</u>	<u>6,871</u>	<u>27,444</u>	<u>12,630</u>	<u>4,206</u>	<u>4,677</u>	<u>5,931</u>
Health Total	<u>11,829</u>	<u>4,709</u>	<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	694	669	25	549	13	22	462	52
Med Supp	<u>2,332</u>	<u>659</u>	<u>1,673</u>	<u>4,548</u>	<u>716</u>	<u>848</u>	<u>932</u>	<u>2,052</u>
Health Total	<u>3,026</u>	<u>1,328</u>	<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	6,206	3,791	2,415	10,385	2,464	2,638	2,777	2,506
Med Supp	<u>933</u>	<u>377</u>	<u>556</u>	<u>3,804</u>	<u>881</u>	<u>715</u>	<u>1,006</u>	<u>1,202</u>
Health Total	<u>7,139</u>	<u>4,168</u>	<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	5,084	2,585	2,499	13,081	2,840	3,151	3,612	3,478
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>5,084</u>	<u>2,585</u>	<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	12,522	7,334	5,188	28,611	5,507	6,829	8,509	7,766
Med Supp	<u>14,556</u>	<u>5,456</u>	<u>9,100</u>	<u>35,796</u>	<u>14,227</u>	<u>5,769</u>	<u>6,615</u>	<u>9,185</u>
Health Total	<u><u>27,078</u></u>	<u><u>12,790</u></u>	<u><u>14,288</u></u>	<u><u>64,407</u></u>	<u><u>19,734</u></u>	<u><u>12,598</u></u>	<u><u>15,124</u></u>	<u><u>16,951</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.