

Torchmark Health Net Sales Detail

	<u>YTD 2011</u>	<u>Third Qtr 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	781	243	289	249	4,596	190	1,018	1,658	1,730
Med Supp	<u>18,659</u>	<u>7,368</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>19,440</u>	<u>7,611</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	797	103	669	25	549	13	22	462	52
Med Supp	<u>3,226</u>	<u>894</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>4,023</u>	<u>997</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	10,723	4,517	3,791	2,415	10,385	2,464	2,638	2,777	2,506
Med Supp	<u>1,350</u>	<u>417</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>12,073</u>	<u>4,934</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	7,370	2,286	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>	<u>0</u>
Health Total	<u>7,370</u>	<u>2,286</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	19,671	7,149	7,334	5,188	28,611	5,507	6,829	8,509	7,766
Med Supp	<u>23,235</u>	<u>8,679</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>42,906</u></u>	<u><u>15,828</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.