

Torchmark Health Net Sales Detail

	<u>YTD 2012</u>	<u>Third Qtr 2012</u>	<u>Second Qtr 2012</u>	<u>First Qtr 2012</u>	<u>YTD 2011</u>	<u>Fourth Qtr 2011</u>	<u>Third Qtr 2011</u>	<u>Second Qtr 2011</u>	<u>First Qtr 2011</u>
United American General Agency									
Health									
Limited - Benefit Plans	753	291	232	230	1,065	284	243	289	249
Med Supp	<u>20,603</u>	<u>7,637</u>	<u>5,359</u>	<u>7,607</u>	<u>31,584</u>	<u>12,925</u>	<u>7,368</u>	<u>4,420</u>	<u>6,871</u>
Health Total	<u>21,356</u>	<u>7,928</u>	<u>5,591</u>	<u>7,837</u>	<u>32,649</u>	<u>13,209</u>	<u>7,611</u>	<u>4,709</u>	<u>7,120</u>
Direct Response									
Health									
Limited - Benefit Plans	678	127	479	72	868	71	103	669	25
Med Supp	<u>3,223</u>	<u>947</u>	<u>764</u>	<u>1,512</u>	<u>4,123</u>	<u>897</u>	<u>894</u>	<u>659</u>	<u>1,673</u>
Health Total	<u>3,901</u>	<u>1,074</u>	<u>1,243</u>	<u>1,584</u>	<u>4,991</u>	<u>968</u>	<u>997</u>	<u>1,328</u>	<u>1,698</u>
Liberty National Captive									
Health									
Limited - Benefit Plans	10,353	3,595	3,511	3,247	15,033	4,310	4,517	3,791	2,415
Med Supp	<u>534</u>	<u>161</u>	<u>163</u>	<u>210</u>	<u>1,814</u>	<u>464</u>	<u>417</u>	<u>377</u>	<u>556</u>
Health Total	<u>10,887</u>	<u>3,756</u>	<u>3,674</u>	<u>3,457</u>	<u>16,847</u>	<u>4,774</u>	<u>4,934</u>	<u>4,168</u>	<u>2,971</u>
American Income									
Health									
Limited - Benefit Plans	6,567	2,135	2,247	2,185	9,572	2,202	2,286	2,585	2,499
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>6,567</u>	<u>2,135</u>	<u>2,247</u>	<u>2,185</u>	<u>9,572</u>	<u>2,202</u>	<u>2,286</u>	<u>2,585</u>	<u>2,499</u>
Total Health Net Sales									
Health									
Limited - Benefit Plans	18,351	6,148	6,469	5,734	26,538	6,867	7,149	7,334	5,188
Med Supp	<u>24,360</u>	<u>8,745</u>	<u>6,286</u>	<u>9,329</u>	<u>37,521</u>	<u>14,286</u>	<u>8,679</u>	<u>5,456</u>	<u>9,100</u>
Health Total	<u><u>42,711</u></u>	<u><u>14,893</u></u>	<u><u>12,755</u></u>	<u><u>15,063</u></u>	<u><u>64,059</u></u>	<u><u>21,153</u></u>	<u><u>15,828</u></u>	<u><u>12,790</u></u>	<u><u>14,288</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.