

Torchmark Health Net Sales Detail

	First Qtr 2013	YTD 2012	Fourth Qtr 2012	Third Qtr 2012	Second Qtr 2012	First Qtr 2012
United American General Agency						
Health						
Limited - Benefit Plans	233	989	236	291	232	230
Med Supp	<u>6,402</u>	<u>41,218</u>	<u>20,615</u>	<u>7,637</u>	<u>5,359</u>	<u>7,607</u>
Health Total	6,635	42,207	20,851	7,928	5,591	7,837
Direct Response						
Health						
Limited - Benefit Plans	76	727	49	127	479	72
Med Supp	<u>1,439</u>	<u>3,876</u>	<u>653</u>	<u>947</u>	<u>764</u>	<u>1,512</u>
Health Total	1,515	4,603	702	1,074	1,243	1,584
Liberty National Captive						
Health						
Limited - Benefit Plans	2,908	14,274	3,921	3,595	3,511	3,247
Med Supp	<u>112</u>	<u>818</u>	<u>284</u>	<u>161</u>	<u>163</u>	<u>210</u>
Health Total	3,020	15,092	4,205	3,756	3,674	3,457
American Income						
Health						
Limited - Benefit Plans	1,714	8,695	2,128	2,135	2,247	2,185
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	1,714	8,695	2,128	2,135	2,247	2,185
Family Heritage						
Health						
Limited - Benefit Plans	10,723	7,441	7,441	0	0	0
Med Supp	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Health Total	10,723	7,441	7,441	0	0	0
Total Health Net Sales						
Health						
Limited - Benefit Plans	15,654	32,126	13,775	6,148	6,469	5,734
Med Supp	<u>7,953</u>	<u>45,912</u>	<u>21,552</u>	<u>8,745</u>	<u>6,286</u>	<u>9,329</u>
Health Total	<u><u>23,607</u></u>	<u><u>78,038</u></u>	<u><u>35,327</u></u>	<u><u>14,893</u></u>	<u><u>12,755</u></u>	<u><u>15,063</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.