


WHAT'S NEW



What's New	Effective Date
1. New Preferred Term 10 issue and renewal rates 	Wave 25 November 1, 2012
2. New Level Cost of Insurance (LCOI) rates on all UL Plans including new T100 and LifeProvider Additional Coverage Riders	Wave 24.1 August 13, 2012
3. Guaranteed Interest Accounts (GIA) <ul style="list-style-type: none"> a) New and improved crediting rate formula b) New Minimum GIA rate guarantees 4. FIVE new BMO ETF Indexed Accounts 5. Revisions to Guaranteed Market Indexed Accounts 6. New version of the Life & CI Application 126E 7. Software Changes	Wave 24 July 3, 2012

You can always count on BMO Insurance for
Competitive Issue Rates

AND NOW ...

You can count on BMO Insurance for
Great Renewal Rates

GREAT Renewal Rates

Issue Age:	35	40	45	50	55
Attained Age:	45	50	55	60	65
Coverage: \$250,000					
Male Non-Smoker	3	3	4	4	4
Male Smoker	3	3	2	3	4
Female Non-Smoker	4	4	4	3	3
Female Smoker	4	3	3	3	3
Coverage: \$500,000					
Male Non-Smoker	3	3	3	3	3
Male Smoker	3	3	2	4	4
Female Non-Smoker	4	3	3	4	3
Female Smoker	6	4	4	4	4

Companies surveyed: BMO Insurance, Canada Life, Desjardins Financial, Empire Life, Equitable Life, Foresters Life, Industrial Alliance, Manulife, RBC Insurance, SSQ Insurance, Sun Life, and Transamerica.

The comparison was performed based on information believed to be reliable and in effect as of September 5, 2012. BMO Life Assurance Company is not liable for any errors or omissions in the information derived from third party sources.

COMPETITIVE Issue Rates

Issue Age:	35	40	45	50	55
Coverage: \$250,000					
Male Non-Smoker	1	3	1	1	1
Male Smoker	2	2	1	3	2
Female Non-Smoker	5	6	6	4	2
Female Smoker	6	8	5	8	9
Coverage: \$500,000					
Male Non-Smoker	2	3	4	4	3
Male Smoker	2	2	2	4	2
Female Non-Smoker	4	5	7	7	5
Female Smoker	6	6	6	7	8

Companies surveyed: BMO Insurance, Canada Life, Desjardins Financial, Empire Life, Equitable Life, Foresters Life, Industrial Alliance, Manulife, RBC Insurance, SSQ Insurance, Sun Life, and Transamerica.

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**We remain committed in becoming your
#1 choice for affordable
Term Insurance.**

Preferred Term 10

- Renewable to age 85
- Convertible at any time prior to age 70
- Preferred rates available for coverage as low as \$100,000
- Multiple policy discount
- Paramedical, Blood Profile and Urine (HIV) up to \$2,000,000 (up to age 50)
- Bundle up and Save with a CI rider (Living Benefit 10)

- New LCOI rates apply to the following plans:
 - Life Dimensions (incl. Low Fees option)
 - Life Dimensions with Fund Accelerator Bonus (incl. Low Fees option)
 - Life Dimensions^{PRESTIGE} (incl. Low Fees option)
 - LifeProvider (incl. Low Fees option)
 - UL Investment Loan Plan
- New rates also apply to any new T100 Riders and to new LifeProvider Additional Coverage Riders
- YRT rates have not changed

Wave 24.1
Effective Aug 13, 2012

Level COI Rates

UL Product	Face Amount	Average Premium Increase
LifeProvider	\$25,000 to \$500,000	13%
Life Dimensions	\$50,000 to \$99,999	13%
Life Dimensions	\$100,000 +	5%

NOTE: Rate increases vary by issue age and face amount with larger increases applied under the age of 50.

LifeProvider ranking based on Minimum Premium (Standard Class)

Single Life:	Age 25	Age 30	Age 35	Age 40	Age 45
Coverage: \$150,000					
Male Non-Smoker	1	1	3	3	3
Male Smoker	2	1	3	6	6
Female Non-Smoker	1	1	1	1	2
Female Smoker	1	1	1	1	2
Coverage: \$250,000					
Male Non-Smoker	2	2	4	3	6
Male Smoker	1	1	2	6	8
Female Non-Smoker	1	2	2	2	3
Female Smoker	1	1	2	2	2

Companies surveyed: BMO Insurance, Canada Life, Empire Life, Equitable Life, Industrial Alliance, Manulife, Sun Life, and Transamerica.

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Life Dimensions ranking based on Minimum Premium (Standard Class)

	SAME AGE				MALE 3 years older			
Male Non-Smoker:	45	50	55	60	45	50	55	60
Female Non-Smoker:	45	50	55	60	42	47	52	57
\$750,000	6	4	4	5	4	4	3	10
\$1,000,000	2	2	2	5	1	1	1	7
\$2,000,000	4	8	6	8	3	6	3	10

Companies surveyed: BMO Insurance, Canada Life, Empire Life, Equitable Life, Industrial Alliance, Manulife, Sun Life, and Transamerica.

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New and improved Crediting Rate Formula

With a view to the future, BMO Insurance introduces the
BEST GIA crediting rate formula in the industry...

Bonus Plans	Low Fees Plans
90% of the yield on the related Government of Canada Bonds, minus 1.25%	90% of the yield on the related Government of Canada Bonds, minus 0.75%

New and improved Crediting Rate Formula

Simply the best against other universal life providers¹

	Bonus Plans	Low Fees Plans
BMO Insurance	90% of ... less 1.25%	90% of ... less 0.75%
Company A and Company B	90% of ... less 1.75%	90% of ... less 1.25%
Company C	90% of ... less 1.75%	90% of ... less 1.50%
Company D	90% of ... less 1.75%	90% of ... less 1.75%
Company E and Company F	90% of ... less 2.00%	90% of ... less 1.50%
Company G	90% of ... less 2.75%	90% of ... less 1.50%

¹ Companies surveyed: BMO Insurance (LifeProvider and Life Dimensions), Canada Life (Millennium), Empire Life (Trilogy), Equitable Life (Equation Generation), Industrial Alliance (Genesis), Manulife (InnoVision), Sun Life (Sun UL) and Transamerica (Estate Advantage).

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New and improved Crediting Rate Formula

What does this mean for your clients?

When applying the new Wave 24 crediting rate formula to historical GoC bond rates, the results show that a return to pre-recession GoC bond rates at 4%+ delivers a 10-year GIA rate of 3%+.

NEW Wave 24 Crediting Rate Formula*

10-Yr GoC Bond	Average rate †	Bonus plans	Low Fees
2002	5.29	3.51	4.01
2003	4.79	3.06	3.56
2004	4.59	2.88	3.38
2005	4.05	2.40	2.90
2006	4.22	2.55	3.05
2007	4.25	2.57	3.07
2008	3.58	1.97	2.47
2009	3.29	1.71	2.21
2010	3.20	1.63	2.13
2011	2.78	1.26	1.76

* including minimum guarantees
† Source: Bank of Canada

Changes to GIA Minimum Rate Guarantees

Historically low interest rates continue to pose challenges to guaranteed interest rate options in Universal life plans.

	Bonus Plans	Low Fees Option
5 Year GIA	0.25%	0.75%
10 Year GIA	1.00%	1.50%

Current posted crediting rates for new and inforce plans can be found on www.bmoinvestpro.ca.

Changes to GIA Guarantees

WAVE 24

We guarantee to make available the Daily Interest Account and at least one Guaranteed Interest Account and at least four market indexed account (Life Dimensions only).

PRE-WAVE 24

We guarantee to make available the Daily Interest Account, at least two Guaranteed Interest Account and at least four market indexed account (Life Dimensions only). We will always offer at least one Guaranteed Interest Account with a guaranteed minimum rate of 2.30% (1.80% for Bonus plans).

FIVE new BMO ETF Indexed Accounts are added to our line up!

BMO Investments has designed ETFs to offer your clients more choice and exposure to key markets.

BMO Insurance is pleased to add the following BMO ETFs.

See the fact sheets at www.bmoinvestpro.ca for:

- BMO Canadian Dividend ETF
- BMO Emerging Markets Bond Hedged to CAD Index ETF
- BMO Equal Weight US HealthCare Hedged to CAD Index ETF
- BMO Equal Weight US Banks Hedged CAD Index ETF
- BMO Low Volatility Canadian Equity ETF

Revisions to Guaranteed Market Indexed Accounts (GMIA)

- the GMIA Minimum deposit allocation requirement for Level COI plans will increase to \$20,000.
- YRT plans will continue to require a minimum of \$5,000.
- For pre-Wave 24 plans, the minimum deposit will continue to be \$5,000 regardless of the COI type.

New Life & CI Application 126E effective immediately

- Application for Life and Critical Illness Insurance 126E (2012/07/01) is now available for order by contacting your MGA.
- Electronic versions on our website and The Wave illustration software system have been updated.

- Revisions to both GIA and GMIA investments will be reflected in Wave 24 illustrations.
- New ETF funds appear in the fund list - investment tab.
- Click on the "Crediting rates" button on the investment tab to link directly to iPRO's GIA report of current crediting rates.
- The GMIA illustrator on iPRO contains updated 2011 reference rate information and also allows you to illustrate using variable participation rates.
- NEW Sample Contracts for all life and critical illness policies can be found in the Marketing Library on Wave 24. These new contracts reflect legislative changes that take effect July 1, 2012.

We're here to help.
Give us a call!

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