We all want to leave a legacy...

Why not increase yours today?

AMERICO

Americo Financial Life
and Annuity Insurance Company
04-081-2 © Americo
Policy Series 258

LIFETIME LEGACY®

LIFE

Lifetime Legacy Advantages

Efficient Transfer to Heirs.

Compared to many alternatives, repositioning some of your assets into Lifetime Legacy may allow you to pass on a larger, generally income tax-free benefit to your loved ones.

Guaranteed Minimum Death Benefit for Life.[1]

The guaranteed minimum death benefit is guaranteed for your lifetime assuming no policy loans, withdrawals, or accelerated benefit payments are taken. No additional premiums are necessary to maintain your guarantees.

Guaranteed Cash Surrender Value.

The cash surrender value will equal your initial single premium after five years and is guaranteed to never be less than the initial single premium, assuming no policy loans, withdrawals, or accelerated benefit payments are taken.

Living Benefits for You.

Lifetime Legacy offers an additional benefit that gives you access to cash if you should become permanently confined to a qualified nursing home or are diagnosed with a qualifying terminal illness. The Accelerated Benefit Payment Rider is added to your policy at no extra cost to you (where available). It gives you access to up to 80% of the guaranteed minimum death benefit less any policy loans to use however you wish. It is payable in either a lump-sum payment or equal periodic payments on a quarterly or semi-annual basis over the course of one year.[2]

Access to Cash.[3]

Only funds not needed for income should be repositioned into Lifetime Legacy. However, should you ever need cash, you may take a withdrawal after the fifth policy year. The guaranteed minimum death benefit will be reduced by a proportionate amount. Policy loans may be taken after the first policy year at a net cost of 2.5%.

Payout Peace of Mind.

If you are considering leaving a large sum of money to a loved one with questionable spending habits, Lifetime Legacy can provide you with some peace of mind. You can specify on your application that the policy proceeds be paid over a period of no less than five years.

1 *The policy's guaranteed minimum death benefit is equal to the initial specified amount, as defined in the policy, assuming no loans, withdrawals or accelerations of the death benefit have been taken. The guaranteed minimum death benefit and the guaranteed cash surrender values are both guaranteed, assuming no loans, withdrawals, or accelerations of the death benefit are taken.*

2 *Accelerated Benefit Payment Rider (Rider Series 2149). Benefits may vary by state and may not be available in all states. Certain limitations and exclusions apply. The permanent nursing home benefit is payable after a 90-day elimination period from the time confinement begins. Because accelerated benefit payments are treated as liens against the policy, interest will apply and will gradually decrease the amount of proceeds payable over time.*

3 *Policy loans and withdrawals will impact policy performance and the ability to take future distributions. Policy loans repaid according to the terms of the policy will restore the values. Any gain may be subject to taxes and IRS early distribution penalties if taken prior to age 59½.*

Guarantee a lasting lega

Passing on wealth to your loved ones may be something that you have always imagined. You want to make sure that they receive as many of your wisely saved dollars as possible, but you also want to have access to this money in case of an emergency.

Lifetime Legacy was designed with you in mind.

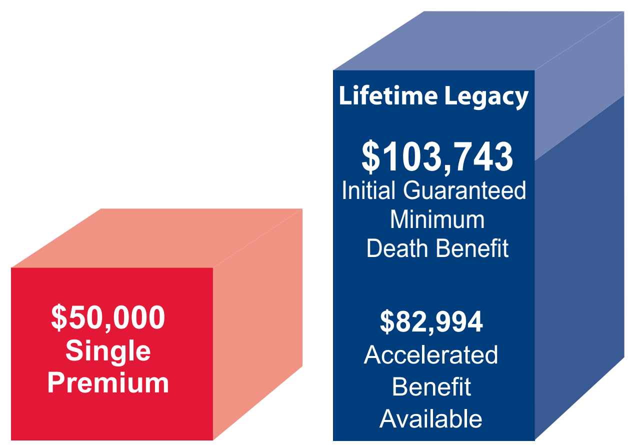
Lifetime Legacy, offered by Americo Financial Life and Annuity Insurance Company, allows you to immediately increase the value of your estate. This specially designed life insurance policy provides a guaranteed minimum death benefit for your lifetime that is, in many cases, substantially greater than your initial premium payment. The proceeds from your death benefit will pass to your loved ones generally income tax free and will avoid the costs and delays of probate.

Lifetime Legacy also provides benefits while you are living. Up to 80% of your guaranteed minimum death benefit less any loans is available if you should become permanently confined to a qualified nursing facility or if you should be diagnosed with a qualifying terminal illness. You may use these dollars however you wish. This rider is issued with your policy at no extra charge (where available).[2]

A Good Example

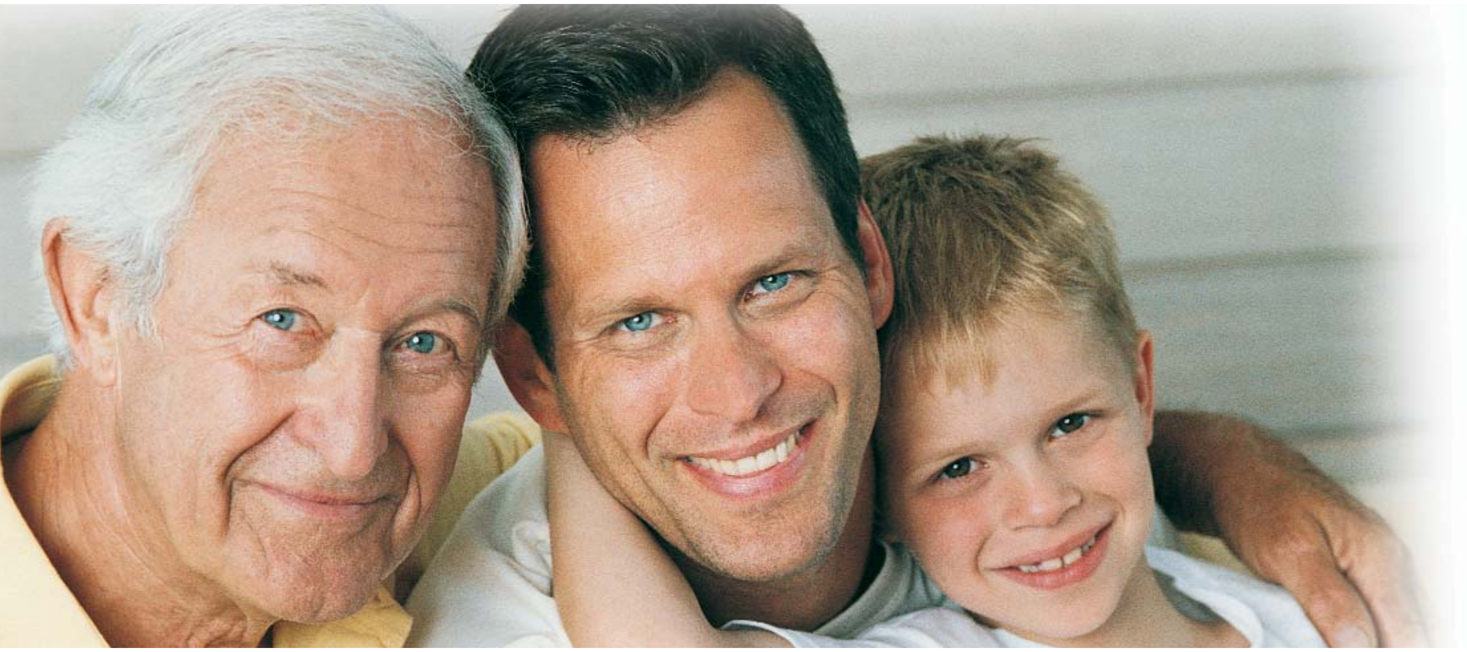
Sally, a 68 year-old nonsmoker, had $50,000 in a CD. She was not using this savings for income and hoped to one day pass it on to her daughter. The CD was earning 4% and was taxed every year. The after-tax return was only 2.68% per year. Sally's biggest concern was accessing her funds if she were ever confined to a nursing home.

By repositioning this $50,000 CD into Lifetime Legacy, Sally substantially increased the estate earmarked to pass to her daughter. She turned her $50,000 CD into an initial guaranteed minimum death benefit of $103,743 that will likely pass on to her daughter free of income tax and outside of probate. Should Sally ever become permanently confined to a qualified nursing facility, up to $82,994 of that death benefit could be available for any need.



A 68 year-old female, nonsmoker with a $50,000 single premium may qualify for a $103,743 initial guaranteed minimum death benefit with Lifetime Legacy.

cy for your loved ones.



How Do You Know if Lifetime Legacy is Right For You?

- Do you have money set aside, maybe in CDs or annuities, that you hope to pass on to your loved ones or your favorite charity?
- Would you like to increase the amount of money that you have earmarked for your heirs?
- Do you have assets that you don't currently need for income, but worry that you might need for emergencies or if you are ever confined to a nursing home?
- If you never need the money for emergencies, would you want your heirs to receive the money generally free of income tax and avoid the potential costs and delays of probate?

Your personal Lifetime Legacy quote:

Name:

Age (last birthday): ❑ Non-nicotine ❑ Nicotine

Single Premium Amount:

Initial Guaranteed Minimum Death Benefit:

The above quote is based only on the information provided and is not binding. This quote does not constitute an offer or contract. The coverage ultimately provided may differ based upon your individual circumstances and may vary by state.

The Alternatives

	CDs and other bank products	Annuities	Lifetime Legacy
Safety	✔	✔	✔
Liquidity [5]	✔	✔	✔
Avoids probate	✔ [8]	✔	✔
Tax deferral		✔	✔
Guaranteed minimum death benefit [6]			✔
Accelerated benefit for permanent nursing home confinement or qualifying terminal illness[7]			✔

Lifetime Legacy is life insurance. It is not a deposit, is not guaranteed by a bank, is not FDIC insured, nor insured by any other federal government agency.

Certificates of Deposit (CDs) and other bank products are safe and accessible. They are typically insured by the Federal Deposit Insurance Corporation (FDIC). CDs and other bank products have a relatively high degree of liquidity. Withdrawals or distributions from these products may result in early withdrawal charges. All interest earned is subject to income tax every year whether you withdraw it or not. Plus, at your death, there can be significant delays and expenses due to probate that can reduce the total amount passed on to your heirs.

Annuities are a popular alternative to traditional bank products and CDs. Annuities are backed by the financial strength of the issuing insurance company and are not guaranteed by any bank and are not FDIC insured, nor insured by any other federal government agency. Annuities have a moderately high degree of liquidity. Withdrawals or distributions from annuities may result in surrender charges and may have tax consequences and tax penalties. Unlike CDs, growth in an annuity is tax deferred. However, you will pay taxes on the gain if you take a withdrawal. At your death, your heirs will pay income taxes on the gain at their tax rate, which may be substantially higher than yours.

Lifetime Legacy provides the unique tax advantages of life insurance. A single premium purchases an initial guaranteed minimum death benefit that is in many cases substantially greater than the single premium you paid, and it generally passes to your beneficiaries income tax free and outside of probate. Lifetime Legacy offers a lifetime guaranteed minimum death benefit that will never change unless you take a policy loan, a withdrawal, or an accelerated benefit for permanent nursing home confinement or a qualifying terminal illness. It provides moderate liquidity through the policy's loan and withdrawal privileges. Loans are available after the first policy year. Withdrawals are available after the 5th policy year.[9] All earnings grow income tax deferred until withdrawn.

5 *Liquidity is the ability to quickly convert an asset to cash.*

6 *The guaranteed minimum death benefit will never change, assuming no loans, withdrawals or accelerations of the death benefit have been taken.*

7 *Accelerated Benefit Payment Rider (Rider Series 2149). Benefits may vary by state and may not be available in all states. Certain limitations and exclusions apply. The permanent nursing home benefit is payable after a 90-day elimination period from the time confinement begins. Because accelerated benefit payments are treated as liens against the policy, interest will apply and will gradually decrease the amount of proceeds payable over time.*

8 *The treatment of bank products in probate depends on how the particular product is titled.*

9 *Policy loans and withdrawals will impact policy performance and the ability to take future distributions. Any distribution of gain may be subject to taxes and IRS early distribution penalties if taken prior to age 59½.*

About Americo

For over 90 years, Americo Life, Inc., and its family of insurance companies have been committed to providing the life insurance and annuity products you need to protect your mortgage, family, and future.* We listen to what you want from an insurance policy or annuity and do our best to provide a proper solution for your situation.

Innovative thinking has helped us build a strong financial foundation for our business. Today, Americo Life, Inc., our holding company, is one of the largest independent, privately held insurance groups in the United States, with nearly one million policyholders, over $39 billion of life insurance in force, and $5 billion in assets according to the insurance companies' combined annual statements for year-end 2003.**

A Financially Strong Company you can Count on.

- "A-" (Excellent) by A.M. Best+
- "A-" (Strong) by Standard & Poor's®++

+Rating for Americo Financial Life and Annuity Insurance Company, June 2004. A.M. Best's rating is assigned after an extensive quantitative and qualitative evaluation of a company's financial strength, operating performance, and market profile. A.M. Best uses a scale of 15 ratings, ranging from "A++" to "F."

++Standard & Poor's rating for Americo Financial Life and Annuity Insurance Company, February 2004. Standard & Poor's uses a scale of AAA (superior financial security) to CCC (extremely vulnerable financial security). Standard & Poor's Insurer Financial Strength Rating is a current opinion of the financial security characteristics of an insurance organization with respect to its ability to pay under its insurance policies and contracts in accordance with their terms. Standard & Poor's® is a trademark of The McGraw-Hill Companies, Inc., and is licensed for use by Americo Life, Inc.

The company reserves the right to contest policies for up to two years due to any misrepresentations in the application. In the event of Insured's suicide while sane or insane, the company's liability is limited to a return of premiums during the first two years after the date of issue (one year in North Dakota and Colorado, see Missouri policy for special provisions).

Refer to the Delivery Receipt as well as your policy for the governing contractual provisions.

Products are underwritten by Americo Financial Life and Annuity Insurance Company and may vary in accordance with state laws. Some products and benefits may not be available in all states or for all periods. Certain restrictions apply. For further information, please refer to the policy.

Neither Americo Financial Life and Annuity Insurance Company nor any agent representing Americo Financial Life and Annuity Insurance Company is authorized to give legal or tax advice. Please consult a qualified, professional legal or tax advisor regarding the information and concepts contained in this material.

**Americo Life, Inc., is a holding company and is not responsible for the financial condition or contractual obligations of its affiliate insurance companies.*

***"Admitted Assets, Top Life Writers-2002," A.M. Best Co., as of June 4, 2003.*

Name, Address and License Number of Agent

AMERICO

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