

INDIANAPOLIS LIFE INSURANCE COMPANY...
A tradition of quality, service and financial strength

Indianapolis Life Insurance Company is a subsidiary of AmerUs Group Co., an Iowa corporation located in Des Moines, Iowa. AmerUs Group is the publicly-owned holding company for its life insurance and annuity companies, which market and distribute a full range of individual life insurance and annuity products.

As of June 30, 2005 AmerUs Group's total assets were \$24.2 billion and shareholder's equity totaled \$1.7 billion, including accumulated other comprehensive income.



INDIANAPOLIS LIFE

An **AMERUS** Company

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C R O W N
Choice



SINGLE PREMIUM LIFE

This brochure contains highlights only. You should refer to your Crown Choice Single Premium Life policy for a full explanation. Neither Indianapolis Life Insurance Company nor its representatives offer legal or tax advice. You should consult your own personal tax advisor on any tax matters.

Policy Form 3UBJ05. Availability may vary by state.



Picture
the
Possibilities

Picture the Possibilities

for a legacy to be proud of.



Pictures tell the story of a family. They capture a single moment in time and provide memories that last a lifetime. Pictures warm our hearts and remind us of what's important in life. And when pictures are shared, they help create a legacy for the future.

Throughout your life you have worked hard to save for retirement. Now you have reached a point when your planning has paid off and you are fortunate to have accumulated excess savings, allowing you to begin building your legacy. Providing for the ones you love is a wonderful way to continue your legacy — just **Picture the Possibilities.**

Life insurance is one of the most efficient ways to enhance and transfer your legacy. A properly-structured plan can help you create a brighter future for those most important to you.





Why Single Premium Life Insurance?

Life insurance is a valuable financial planning instrument that can help maximize the value of your estate. With single premium life insurance, you pay one premium that can provide a guarantee of peace-of-mind for a lifetime. The single premium design has a multiplier effect on your premium and on your estate.

How It Works



Joan* is a widow with three grown children. She has \$50,000 in a Certificate of Deposit that she does not need for income or other day-to-day living expenses. Her CD is earning a low rate of interest and her interest earnings are taxed each year. She would like this money to be passed on to her children someday.

Joan's insurance agent was able to show her how she could move the \$50,000 into a Crown Choice Single Premium Life insurance policy and increase the amount she passes to her children dramatically. Plus, since life insurance proceeds are generally income tax-free and avoid probate, the effects on her estate are even more dramatic.

*Hypothetical example using Crown Choice Single Premium Life for a 65-year old female, non-tobacco user.



Is Single Premium Life Insurance Right For You?

It could be. If you answer 'yes' to these questions, the Crown Choice Single Premium Life insurance plan may be appropriate.

- Do you have money saved in the bank, or in annuities or mutual funds, that you would like to pass on to your heirs on a more tax-efficient basis?
- Are you interested in multiplying the amount that is eventually passed on to your heirs?
- Do you have savings that you don't currently need for regular living expenses or to maintain your quality of life, but that you might need for emergencies?
- Do you have money that you would like to pass on to your favorite charity?
- Would you like to lower the amount of income that is included when calculating the taxable percentage of your social security benefits?



How Does Life Insurance Differ From Other Alternatives?

Life insurance provides a unique way to increase the amount you leave to your loved ones. The more traditional alternatives for this kind of money include Certificates of Deposit (CDs), Money Market Accounts and Annuities. Here's the comparison:



	Crown Choice Single Premium Life	Annuity	Money Market	CDs
Can I access my money?	YES*	YES	YES	YES
Is my money safe, with guarantees?	YES	YES	YES	YES
Can the drawn-out probate process usually be avoided?	YES	YES	NO**	NO**
Are interest earnings tax-deferred?	YES	YES	NO	NO
Are deferred interest earnings excludable from the provisional income formula for social security benefits?	YES	YES	NO	NO
Is there a GUARANTEED death benefit?***	YES	MAYBE	NO	NO
Are there benefits for nursing home confinement?†	YES	MAYBE	NO	NO
Are there benefits in the event I become terminally ill?†	YES	MAYBE	NO	NO
Is there an income tax-free death benefit for beneficiaries?	YES	NO	NO	NO

* Policy loans will reduce the death benefit and suspend the guarantee until repaid. Withdrawals will reduce the guaranteed death benefit. If the policy is a MEC, loans and withdrawals will be taxed as income to the extent that there is a gain in the contract.
 ** Probate with bank products is dependent on how a product is classified and titled.
 *** The death benefit amount is guaranteed as long as no loans or withdrawals are taken, and the accelerated benefits are not exercised.
 † Rider availability may vary by state and certain conditions apply. Please see the complete rider description included with the policy.



What Other Advantages Does Life Insurance Provide?

Life insurance gives you additional options when considering your future and your legacy, and the Crown Choice Life plan includes these valuable features:

Guaranteed Minimum Death Benefit

The insurance amount (death benefit) that your single premium payment buys is guaranteed from the day your policy is issued until the day you pass away, regardless of your age or health status (assuming that you do not take policy loans or withdrawals—these will affect the death benefit amount). As your cash value increases over time, your current death benefit can also increase—further enhancing your death benefit and increasing the value of your estate.

Premium Guarantee*

Your net cash value will be at least equal to the premium paid in policy year seven and beyond. This feature is important if there is a possibility that you may have an emergency need for access to your cash value.

Access To Cash Via Withdrawals and/or Loans**

Your policy will have a cash surrender value from which you can take withdrawals or loans. After the first policy year, you can access 10% of your cash surrender value as a withdrawal—free of charge (remember that loans and withdrawals will affect the death benefit—or face amount—of your policy). Withdrawals of greater than 10% are subject to surrender charges in the first 12 policy years. Policy loan interest is applied at a net cost of 1.5%.

Tax-deferred Interest Earnings

Interest earnings in life insurance policies accumulate on a tax-deferred basis and the compounding of interest on the interest is tax-deferred. In addition, in most cases, the death benefit is provided to your named beneficiary income tax-free!

A Benefit For Nursing Home Expenses

A free rider is included with this single premium life insurance policy (where available). In the event that you enter a qualified hospital or inpatient nursing home for at least 30 consecutive days on the recommendation of a physician, you may annually withdraw up to 25% of your policy's account value less any policy loans, without incurring a surrender charge. In most cases, benefits received under this rider will be subject to tax under the rules of a Modified Endowment Contract (MEC) described later in this guide.

Terminal Illness Benefit

This is also a free rider that is included with your policy, where available. With this rider, you may access up to 50% of the policy face amount—up to \$250,000—in the event you are diagnosed with a terminal illness and a life expectancy of 12 months or less.

10% Enhanced Beneficiary Settlement Option^

Upon death, your named beneficiary can take a lump sum benefit or select a settlement option. If a settlement option is selected, a 10% enhancement will be included in the periodic annuity payments if the beneficiary elects an income option with at least a 10-year guarantee.

With these built-in benefits, you can rest assured that you have access to the policy's values if you need them.

* This guarantee will no longer be applicable if a withdrawal is made, a loan is taken, an accelerated benefit is taken, and/or the Life Protector Rider is triggered.

** Policy loans will reduce the death benefit and suspend the guarantee until repaid. Withdrawals will reduce the guaranteed death benefit. If the policy is a Modified Endowment Contract (MEC), loans and withdrawals will be taxed as income to the extent that there is a gain in the contract.

^ May not be available in all states.



Riders*

Three riders are part of the Crown Choice Single Premium Life policy. Two are automatically included where available and one is optional.

Nursing Home Waiver

There is no charge for this rider and it is automatically included where available. In the event that the insured enters a qualified hospital or inpatient nursing home for at least 30 consecutive days on the recommendation of a physician, the insured may annually withdraw up to 25% of the policy's account value less any policy loans, without incurring a surrender charge. A \$25 fee is assessed at the time of withdrawal. In most cases, benefits received under this rider will be subject to tax under the MEC rules described in the previous section. (Form 31041F02)

Accelerated Death Benefit Rider

There is no charge for this rider and it is also automatically included where available. With this rider, the policyowner may access up to 50% of the policy face amount—up to \$250,000—in the event the insured is diagnosed with a life expectancy of 12 months or less. The minimum accelerated benefit amount is \$500. Exercise of this benefit establishes a lien on the policy (except in Mississippi, New Jersey and Texas), and the net death benefit is reduced by the amount of the accelerated benefit and accrued interest on the payment. A processing fee will be assessed at the time of exercise. (Form TABR-93)

Life Protector Rider

This optional rider, designed for non-MEC policies, prevents the policy from lapsing as a result of loan indebtedness, eliminating the negative tax consequences for non-MEC policies upon such a lapse. There is no premium charged for the rider. In order for the rider to be activated, the policy must be in force for at least five years, the insured must be at least 75 years old and the loan indebtedness of the policy (loan amount/account value) must be at least 83.5%. A one-time charge of 16% of the account value is applied when the rider is exercised. (Form 3PUEAD04)



* Availability of riders may vary by state. Please see policy for complete details.



Other Product Details

Issue Ages

The Crown Choice Single Premium Life Insurance plan is available for customers from 50 – 85 years old.

Simplified Underwriting

Because we understand that you are not interested in a lengthy and intrusive application process, there will be no medical exam or needles associated with this life insurance application. Simply expect a short telephone interview to verify your health history. That's it.

Lifetime Guaranteed Death Benefit

A death benefit equal to the initial face amount of the policy is guaranteed for your lifetime. (Be aware that policy loans, withdrawals and the use of accelerated benefits—as provided in some riders—could impact this guarantee.)

Withdrawals*

Free withdrawals of up to 10% of available net cash value per policy year are available after the first year. Withdrawals reduce the face amount and the guarantee of the policy proportionally. Withdrawals in excess of the 10% free withdrawal provision will be subject to surrender charges during the surrender charge period.

Surrender Charges

Withdrawals from the policy in excess of the 10% free withdrawal provision described above are subject to a surrender charge applied according to the schedule at right:

Percent of Initial Premium													
Year	1	2	3	4	5	6	7	8	9	10	11	12	13
Issue Ages 50-75	7.0%	6.5%	6.0%	5.5%	5.0%	4.5%	4.0%	3.5%	3.0%	2.5%	2.0%	1.5%	0.0%
Issue Ages 76-85	6.0%	5.5%	5.0%	4.5%	4.0%	3.5%	3.0%	2.5%	2.0%	1.5%	1.0%	0.5%	0.0%

Loans*

Policy loans are available with a 1.5% net cost to borrow. A fixed loan interest rate of 4.5% is charged in advance, and loaned values are credited with a guaranteed rate of 3%, resulting in the low 1.5% net cost to borrow.

Modified Endowment Contract (MEC):

In most cases, the Crown Choice SPL will be issued as a Modified Endowment Contract (MEC). A MEC is a life insurance contract that fails to meet the seven pay test. A life insurance policy will fail the seven pay test if the accumulated premiums paid at any time during the first seven policy years exceed a certain net level premium calculation determined by a set formula. Because this policy requires the payment of only one premium, in most cases this payment will cause the policy to automatically fail the seven pay test.

If the policy is a MEC, loans, withdrawals, surrenders and assignments will be taxed as income to the extent that there is a gain in the contract. A gain exists if the account value, as defined in the policy, exceeds the cost basis (premiums paid). Additionally, policyowners may be subject to a 10% IRS penalty on the taxable portion of any policy loan, withdrawal, assignment or surrender made before age 59 ½. However, death benefit proceeds paid to the beneficiary are income tax free in most cases, and the growth of the policy's cash value is income tax deferred.



* Policy loans will reduce the death benefit and suspend the guarantee until repaid. Withdrawals will reduce the guaranteed death benefit. If the policy is a Modified Endowment Contract (MEC), loans and withdrawals will be taxed as income to the extent that there is a gain in the contract.