

DISCOVER THE EQUITREASURE!



DIG UP A GREAT PRIZE!

Now Through September 30th, Win One of the Following:

- 46" Flat Panel HD TV
- TaylorMade R9 Driver & Calloway Odyssey Putter, or
- Coach Gift Certificate for \$700

All EquiTrust Annuities Qualify

\$400,000 Premium Points in 3 or More Cases Wins Your Choice!

Confidence Income Annuity Premiums Receive Double Credit!

3 Months to Qualify! July, August and September!

EquiTrust Annuities:

Client-Friendly, Easy to Sell, Excellent Commissions, and Competitive Rates



Applications must be received between July 1 and September 30 and the contract must be active on October 15, 2010. Prizes will be awarded after October 15th. Agent must be in good standing with EquiTrust Life Insurance Company at the time the incentive is awarded. No alternative or cash rewards are offered. One award per agent. Qualification credits are not transferable. EquiTrust maintains full discretion over eligibility. Eligible only on MarketPower Bonus Index, MarketTwelve Bonus Index, MarketBooster Index, MarketValue Index, MarketSeven Index, Certainty Select, Confidence Income and ChoiceFour. Products not available in all states.

EquiTrust Life Insurance Company, West Des Moines, IA. **For Producer Use Only.**

AC10-ET-PB-1060

