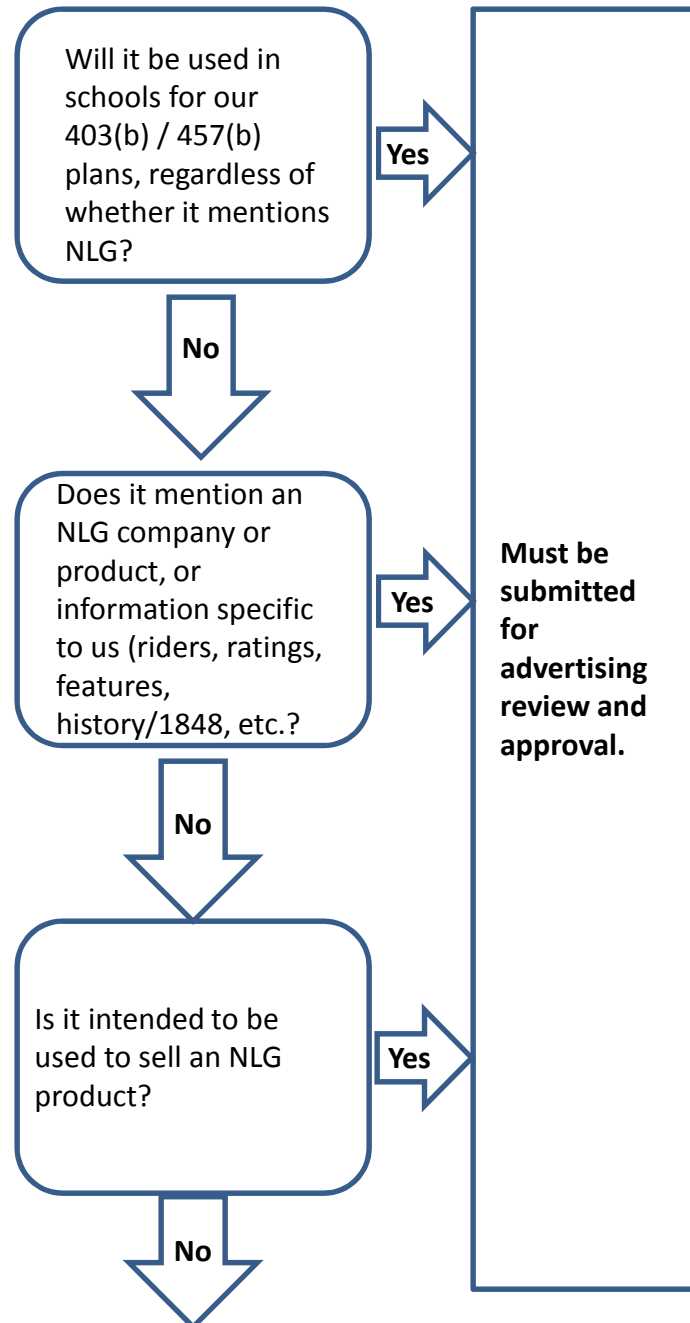


Does your advertising require our approval?



No mention of NLG/ Could be used for any carrier / Not used in schools - Does not require our review/approval

Advertising Review Process

1. Fill out our compliance submission form. It can be found on our website under NL Group Compliance. Please note that it has 2 pages.
2. Email the completed form, and the advertising you want to use, to adreview@nationallife.com.
3. For websites and social media, please include samples of each page that you would like to post.
4. We will get back to you with any required changes. Please note – we need to see the revised piece and issue a formal approval before it can be used. For websites/social media, this means that you should not post to the web until it is approved.

Types of Advertising (assuming they meet the conditions on the left and require our review/approval):

1. Ads, flyers
2. Form letters/emails
3. Seminars, invitations
4. Websites, web ads, directory listings, social media
5. Anything used to promote our products and companies.

Please go to NL Group Compliance at www.nationallife.com for further details, and to find National Life’s Compliance Manual.

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Addison, TX and their affiliates. Each company is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in NY and does not conduct insurance business in NY.