

## When you're diagnosed with a critical illness like cancer, a stroke, or a heart attack...

*your focus needs to be on your PHYSICAL survival – not your FINANCIAL survival!*

That's why AssurityBalance Critical Illness Insurance pays you a lump sum benefit at the first diagnosis of a covered illness. This benefit will relieve the financial stress in your life – it can be used for whatever is needed – there are no restrictions! You may want to pay off your mortgage, use a portion for medical deductibles, treatment outside of your HMO, or for experimental treatments. Or, it can help provide the financial cushion you and your family need to pay your bills while you focus on survival and a complete recovery.

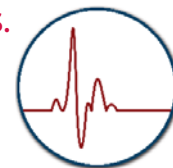
### These people had critical illness insurance protection when they needed it!

Occupation	Gender	Age	Critical Illness Diagnosed	Months Policy in Force	Policy Amount
Lawn service owner	Male	28	Nasal cancer	5	\$37,500
Optometrist	Female	45	Breast cancer	21	\$225,000
Service staff, medical office	Female	34	Coma	18	\$50,000
Maintenance director	Male	36	Melanoma	40	\$10,000
Consultant	Male	49	Lymphoma	10	\$75,000
Business owner	Female	44	Bladder cancer	3	\$9,000
Potter	Female	46	Lung cancer	48	\$20,000
CEO, manufacturing	Male	36	Stroke	19	\$50,000
Part time clerk	Female	61	Breast cancer	30	\$7,000
Self employed	Male	48	Stroke	8	\$5,000
Minister	Male	54	Heart attack	5	\$5,000



Every 19 seconds... Someone in the U.S. will be diagnosed with cancer.<sup>1</sup>

Every 43 seconds... Someone in the U.S. will suffer a heart attack, and about every minute, someone will die from one.<sup>2</sup>



Every 52 seconds... Someone in the U.S. is having a first-time stroke.<sup>2</sup>

**If you're struck by a critical illness, Assurity's Critical Illness Insurance will be there to help protect your financial world – so you can relax and concentrate on recovery.**

Policy form Nos. I H0810 or CI-005, I H0820 or CI-007. Policy and rider availability, rates and features may vary by state. Policies are underwritten by and all guarantees are based on the claims-paying ability of Assurity Life Insurance Company, Lincoln, Neb. THIS IS A LIMITED BENEFIT POLICY. It is not a comprehensive major medical plan or Medicare supplement policy and may not be appropriate for Medicaid recipients. For costs and complete details of coverage, including limitations and exclusions, please contact your agent, Assurity Life Insurance Company or ask to review the policy for more information.

1. Cancer Facts and Figures, American Cancer Society, 2015

2. Circulation: Heart Disease and Stroke Statistics – 2013 Update. <http://circ.ahajournals.org/content/127/1/e6.long>

3. Heart disease and stroke statistics—2012 update: a report from the American Heart Association. <http://www.cdc.gov/Other/disclaimer.html>. Circulation. 2012;125(1):e2–220.



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