

# BULLETIN

A Communication for  
Financial Professionals



**PACIFIC LIFE**

Pacific Life Insurance Company

**DATE:** April 17, 2026

**TO:** Broker General Agencies, Life Insurance Producers, Management,  
Office Administrators, and Technical Staff

**SUBJECT:** PL Promise Term Life Insurance Reprice, Effective 4/17/26

Category	
<input type="checkbox"/>	Administration
<input type="checkbox"/>	Compliance
<input type="checkbox"/>	Marketing
<input checked="" type="checkbox"/>	Product
<input type="checkbox"/>	Underwriting
<input type="checkbox"/>	Miscellaneous

## PL Promise Term Life Insurance Reprice

Effective **April 17, 2026**, Pacific Life Insurance Company is rolling out refreshed pricing for PL Promise Term<sup>1</sup> level premium life insurance—a product designed to offer affordable death benefit protection to consumers and business owners needing short-term flexible coverage.

**Rates have been updated to increase consistency for solid competitiveness across all combinations of terms, risk classes, gender, and issue ages.**

### Targeted “Sweet Spot”<sup>2</sup>

- **Top 3 in 99%** of preferred and standard non-tobacco risk class combinations across all terms, face amounts, ages, and genders in annual mode

### Competitive Strengths

With often just pennies or dollars difference between top carriers, it’s important to consider the reasons beyond price for your carrier of choice. With PL Promise Term, you can offer your term clients competitive pricing with value-added features that also help you build a sustainable business.

- Streamlined underwriting pathways offering up to \$3M coverage with no medical exams\*
- Substandard risk class pricing (+20% per table vs. the traditional +25%)
- Monthly premium mode (monthly premiums)
- Digital resources resulting in shorter cycle times and higher placement rates
- Online health history tool provides another option for gathering client data
- Attractive conversion option with PL Promise Conversion UL<sup>3</sup>
- Strength and stability of Pacific Life for nearly 160 years

*See page 2 for footnotes.*

### Transition Period

The new PL Promise Term rates go into effect beginning **April 17, 2026** for all states except NY. Cases that are issued (for delivery) through **June 15, 2026** automatically receive the better of the old and new PL Promise Term rates. No request is necessary. This date provides a 60-day transition from our new rate launch date. Cases that are issued after June 15, 2026 receive the new PL Promise Term rates.

### Illustration Systems

Illustration systems will be updated on 4/17/26.

## The Carrier You Choose Matters

At Pacific Life, putting customers first has allowed us to serve families and businesses successfully for nearly 160 years. As part of a mutual holding company structure, we have no publicly-traded stock, so we can focus on long-term strategies, financial strength, and the best interest of our policyowners. You and your clients, our policyowners, are at the heart of the business decisions we make.



### Strong

Strong Financial Strength Composite Score, COMDEX 94 out of 100 — Top 6% of Life Insurance Carriers<sup>4</sup>



### Ethical

Named One of the World's Most Ethical Companies by Ethisphere Institute 9 Years in a Row<sup>5</sup>



### Service

Named Forbes Best Overall Life Insurance Company in 2026<sup>6</sup>

## Sales and Marketing Materials

Pacific Life remains committed to making it easier for financial professionals, brokerage general agents (BGAs) and life insurance producers to do business with us.

To ensure you and your producers have the most current information related to marketing materials, producer status, commissions, and pending case status, we invite you to access the Producer Bay website by clicking on the link: <http://producerbay.pacificlife.com/>. If you have questions or trouble accessing the Producer Bay website, please contact us at [ProducerServicesCoordinators@PacificLife.com](mailto:ProducerServicesCoordinators@PacificLife.com) or (888) 900-9777.

## Quick Links to PL Promise Marketing Resources

[PL Promise Term Client Guide](#)

[PL Promise Term Fact Sheet](#)

[PL Promise At-A-Glance Flyer](#)

[PL Promise Conversion UL Client Guide](#)

[PL Promise Conversion UL Fact Sheet](#)

[PL Promise Underwriting Guide Brochure](#)

[PL Promise Microsite](#)

[Producer Bay Marketing Microsite](#)

\*The issuance of the policy may depend upon answers to the health questions contained in the application.

- 1 PL Promise Term Level Premium Term Life Insurance. Policy Form #P16LYT or ICC16 P16LYT and S16LYT10, S16LYT15, S16LYT20, S16LYT25, or S16LYT30, based on level premium period chosen and state of policy issue.
- 2 As applicable, comparisons based on quinquennial ages from 20 through 80 for term periods 10, 15, 20, 25, 30; all 6 face bands from \$50K+; all 6 risk classes (Super Preferred Non Tobacco, Preferred Non Tobacco, Standard Plus Non Tobacco, Standard Non Tobacco, Preferred Tobacco, and Standard Tobacco); and both annual and monthly payment modes. Competitive Positioning of non-affiliated companies as of 3/30/2026 CompuLife: AIG Select-a-Term (ICC21-19311), Ameritas ClearEdge Living Benefits Term (LI 2594), AuguStar FlexTerm Series XII (ICC18-TR-1/1U), Banner Life OPTerm (ICC18-OPTC), Cincinnati Life Termsetter (CLI 149), Fidelity Rapid Decision Life Term (F4200), Fidelity InstaBrain Term (ICC23-F4050), John Hancock Protection Term (19TERM), Lincoln LifeElements Level Term (TRM 6063), Lincoln TermAccel Level Term (TRM 6069), Minnesota Life Advantage Elite Select (ICC12-400), Nationwide Guaranteed Level Term (ICC13-NWLA-490), North American ADDvantage Term (LS174), Penn Mutual Non-Convertible Term (ICC18-LT-N), Principal Term 2025 Convertible (ICC17 SN 104), Principal Term 2025 Non-Convertible (ICC17 SN 104), Protective Classic Choice Term (TL-21), Prudential Term Essential (ICC19 PLTIC-2019), SBLI Term Life Insurance (B-56), Symetra SwiftTerm (ICC20\_LC1),

Symetra Term 5.0 (ICC16\_LC1), Thrivent Level Term IV (ICC18 29883), Transamerica Trendsetter Super (TL22 0417), United of Omaha Term Life Answers (ICC16L145P). Pacific Life PL Promise Term (ICC16 P16LYT) rates are effective 4/17/2026.

- 3 PL Promise Conversion UL Universal Life Insurance with No-Lapse Guarantee available upon conversion from PL Promise Term Life Insurance. Policy Form #P17LYCUL, varies based on state of policy issue. There are circumstances in which converting the client’s existing life insurance or annuity can benefit the client. As a life insurance producer it is your responsibility to provide your client with detailed information as to how a conversion may affect the client’s plan of insurance. Clients should be advised to make a careful comparison of the costs and benefits of the existing policy and the proposed policy to determine whether conversion is the right decision for the client.
- 4 The COMDEX is a composite score of the four independent raters of financial strength (A.M. Best, Fitch, Moody’s, and Standard & Poor’s). The COMDEX rates life insurance companies on a scale of 0 to 100, with 100 being the highest rating. As of April 2025. For current ratings, visit [www.PacificLife.com](http://www.PacificLife.com). COMDEX is not an affiliated company of Pacific Life Insurance Company.
- 5 Ethisphere Institute named Pacific Life one of 2018-2026 World’s Most Ethical Companies based on its compliance and ethics program, corporate citizenship, culture of ethics, corporate governance, and leadership, innovation, and reputation: <https://www.pacificlife.com/press-releases/pacific-life-named-one-of-worlds-most-ethical-companies-for-ninth-consecutive-year.html>.
- 6 Forbes, March 2026: <https://www.forbes.com/advisor/life-insurance/best-life-insurance-companies/>.

***Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.***



Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

Riders will likely incur additional charges and are subject to availability, restrictions, and limitations. Clients should be shown policy illustrations with and without riders to help show the rider’s impact on the policy’s value.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

Life insurance is subject to underwriting and approval of the application and may incur monthly policy charges.

The home office for Pacific Life Insurance Company is located in Omaha, Nebraska.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value

TMF5104-BM-01 4/26 E129