

Protective Life Announces Electronic Policy Delivery

by Editor

BIRMINGHAM, Ala.--(BUSINESS WIRE)--Protective Life Insurance Company (NYSE: PL - News) today announced the availability of Electronic Policy Delivery, the latest in a series of initiatives designed to enhance the customer experience of Protective's™ producers and policy owners.

Through Electronic Policy Delivery (EPD), Protective offers its customers the option of receiving life insurance policies and related documents through secure online delivery. This speeds the process of policy delivery, and enables customers to securely review and download their policy at any time.

"Protective is dedicated to enhancing the customer experience of its producers and policy owners. Our innovative approach to policy delivery offers our life insurance customers state of the art efficiency," said Carolyn Johnson, Executive Vice President and Chief Operating Officer. "This new capability raises the bar for timely, efficient customer service, and lets the policy owner access their complete policy whenever and wherever they like."

A customer choosing Electronic Policy Delivery provides the company with an e-mail address. Upon issue of the policy, Protective sends an e-mail message with a link to a secure site, first to the agent to review and release, then to the customer who can access the full life insurance policy contract and related documents. The client will review each document, provide electronic signatures where needed, and even make their first premium payment online if applicable. Electronic Policy Delivery is quick, convenient and secure!

Please note: Protective Life's™ Electronic Policy Delivery (EPD) process is not available in the state of New York. To use the EPD process, the policy owner must also be the payor and the insured.

For over a century, Protective's™ commitment to quality service and being a company that is easy to do business with -- combined with a full portfolio of consumer-friendly life and annuity products -- have made it the company of choice for top financial advisors, life insurance agents and their clients.

About Protective Life Insurance Company

Protective Life Insurance Company provides financial services through the production, distribution and administration of life insurance and investment products throughout the United States. Protective Life Insurance Company has more than \$474 billion of coverage in force as of December 31, 2007.

Source: Protective Life Insurance Company

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