

Senior Insurance Solutions, LLC

Jim Mall

PO Box 251 Hays, KS 67601 (785) 628-2377

Thank you for responding and requesting information regarding our Life Insurance Benefits to pay your final expenses (**see backside of this letter**). You, your family and loved ones will benefit from this program.

Our benefits are individually designed for each person based on need, income and family wishes. I have been helping clients all over Kansas since 1988. The few minutes we will spend designing your individual benefits will be well worth your time, giving you the peace of mind knowing your family and loved ones will have the financial means to take care of the guaranteed expenses we all create at our death.

Our benefits will help eliminate the financial burden placed on our loved ones and hopefully ease some of the emotional concerns, also.

Some of our benefit highlights are:

Premiums are guaranteed for life and never increase.

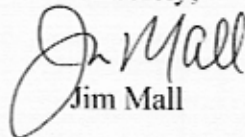
Benefits are guaranteed to never decrease regardless of changes in age and health.

Benefits cannot be cancelled by the company regardless of changes in age or health.

Affordable Benefits are designed around **YOUR** budget.

I will be contacting you in the next few days to arrange a time to explain the benefits of our program and to see if you qualify. Please feel free to contact me at the above number at anytime with questions or concerns. I look forward to helping you and your family with your final expense needs. Thank you!

Sincerely,


Jim Mall

Senior Final Expense For Kansas Residents

Attention: <Prospect Name>



<John D. Doe>
<123 Any Street>
<Any Town>, <KS> <99999-9999>

COPY OF LETTER



WE ARE PLEASED TO ANNOUNCE:

You may qualify for Senior Final Expense Life Insurance Plan that would pay your family in the event of your death an insurance cash amount up to \$35,000.00 TAX FREE.

THOUSANDS OF KANSAS RESIDENTS AGE 50-85 have applied for this plan - designed to help pay for one's funeral and other final expenses.

TO SEE IF YOU QUALIFY, mail this postage-paid card today. There is no cost or obligation for this information. Currently, you may even qualify if you have a health condition.

MAIL THE CARD TODAY TO RECEIVE THIS VALUABLE PLANNING HELP.

Requests received after 15 days may not be processed.
Postcards received after the deadline may NOT receive this information in a timely manner.



▼ IMPORTANT - COMPLETE & RETURN POSTAGE-FREE CARD TODAY ▼

▼ IMPORTANT — COMPLETE & RETURN POSTAGE-FREE CARD TODAY ▼

CUST#: 11083

IS YOUR ADDRESS CORRECT? PLEASE INCLUDE PHONE NUMBER TO ENSURE PROPER ROUTING			
LAST NAME HOWARD		FIRST NAME MARK	MIDDLE INITIAL A
STREET ADDRESS 818 S MARKET ST		CITY WICHITA	KS
ZIP CODE 67211-2209	DATE OF BIRTH July 12, 1952	SPOUSE DOB O	PHONE (TO ENSURE PROPER ROUTING) (316) 208-9164
<input type="checkbox"/> Please see that I receive the final expense insurance plan information as soon as possible.			
* UNJI44013449 *			
FOR DEPARTMENT USE ONLY Sedgwick UNJI44013449 67211 KH_FE_SP_2012_D08_KSB			

Detach Here
And
Mail Today!

CARD
YOU
RETURNED

This letter is to notify you that we received the reply card you previously returned to us (copy above). Due to the rising cost of funerals and other final expenses, the demand for this insurance policy has been greater than we initially anticipated.

We will attempt to contact you shortly in order to determine which plan you may be eligible for.

Please make sure you have your current phone number listed on the card above. If not, please call as soon as possible, 316-243-2445 and leave a message with your full name and phone number.

Sincerely,



Jim Mall

316-243-2445

1-800-471-6533

The Federal Trade Commission has recently announced that "Funerals rank among the most expensive purchase many consumers will ever make. Many funerals run well over \$10,000" - Federal Trade Commission for the consumer. Funerals: A Consumer Guide, May 2007. -

▼ IMPORTANT — COMPLETE & RETURN POSTAGE-FREE CARD TODAY ▼

IS YOUR ADDRESS CORRECT? <i>Please include phone number to ensure proper routing</i>			
LAST NAME MOON		FIRST NAME ARCHIE	MIDDLE INITIAL R
STREET ADDRESS 1821 KEVIN ST		CITY WICHITA	KS
ZIP CODE 67208-1749	DATE OF BIRTH 7-26-1926	AREA CODE 316	
<input checked="" type="checkbox"/> Please see that I receive the final expense insurance plan information as soon as possible.			
 * P K 3 4 0 0 0 0 4 3 3 *			
FOR DEPARTMENT USE ONLY			
PK3400004333 67208		KH_FE_SP_2012	

This letter is to notify you that we received the reply card you previously returned to us (copy above). Due to the rising cost of funerals and other final expenses, the demand for this insurance policy has been greater than we initially anticipated.

We will attempt to contact you shortly in order to determine which plan you may be eligible for.

Please make sure you have your current phone number listed on the card above. If not, please call as soon as possible, toll free 1-800-471-6533 and leave a message with your full name and phone number.

Sincerely,

Jim Mall

1-800-471-6533

The Federal Trade Commission has recently announced that "Funerals rank among the most expensive purchase many consumers will ever make. Many funerals run well over \$10,000" - Federal Trade Commission for the consumer. Funerals: A Consumer Guide, May 2007. -

Senior Final Expense Benefits for Kansas Residents

ATTENTION: Marva J Davis



MARVA J DAVIS
1623 N ERIE ST
WICHITA, KS 67214-2407

WE ARE PLEASED TO ANNOUNCE:

You may qualify for Senior Final Expense Benefits that would pay your family in the event of your death an insurance cash benefit up to \$35,000.00 TAX FREE.

THOUSANDS OF KANSAS RESIDENTS AGE 50-85 HAVE been accepted so far for this program — created to help pay for one's funeral and any other final expenses.

TO SEE IF YOU QUALIFY, mail this postage-paid card today. There is no cost or obligation for this information. Currently, you may qualify even if you have a health condition.


MAIL THE CARD TODAY TO RECEIVE THIS VALUABLE PLANNING HELP.

Requests received after 15 days may not be processed.

Postcards received after the deadline may NOT receive this information in a timely manner.



▼ IMPORTANT — COMPLETE & RETURN POSTAGE-FREE CARD TODAY ▼

IS YOUR ADDRESS CORRECT? <i>Please include phone number to ensure proper routing</i>			
LAST NAME DAVIS		FIRST NAME MARVA	MIDDLE INITIAL J
STREET ADDRESS 1623 N ERIE ST		CITY WICHITA	KS
ZIP CODE 67214-2407	DATE OF BIRTH	AREA CODE	
<input type="checkbox"/> Please see that I receive the final expense insurance plan information as soon as possible.			
 * P K 3 4 0 0 0 0 2 2 1 5 *			
FOR DEPARTMENT USE ONLY			
PK3400002215 67214		KH_FE_SP_2012	

**Detach Here
And
Mail Today!**

2013 DEATH BENEFIT AND FREE WAL-MART
GIFT CERTIFICATE INFORMATION ENCLOSED

PRSR STD
U.S. POSTAGE
PAID
PERMIT 843
INDPLS IN

*****ECRWSH**C003

JOHN Q PUBLIC 5349-T13 P1 814
123 MAIN STREET
ANYWHERE, US 12345-1234



OPEN IMMEDIATELY - DO NOT DELAY

--- IMPORTANT ---

**2013 DEATH BENEFIT AND FREE WAL-MART
GIFT CERTIFICATE INFORMATION ENCLOSED**

OPEN IMMEDIATELY - DO NOT DELAY

Please **RUSH** me information on the plan I have checked
below as well as my **FREE Wal-Mart Gift Certificate**.

Indicate the desired amount of coverage:

() \$2000.00 () \$5000.00 () \$10,000.00 () \$15,000.00 () \$20,000.00

Detach Here

And

Mail Today!



* P K 2 7 8 0 0 3 9 3 1 7 *

JOHN Q PUBLIC
123 MAIN STREET
ANYWHERE, US 12345-1234

—FOR DEPARTMENT USE ONLY—

KH_FE_SP_WM1_PK

Name: _____

Date of Birth: ____/____/____

Phone: (____) _____

Spouse: _____

Date of Birth: ____/____/____

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Supplement your Government Death Benefit of \$255!

Dear Mrs L Krieger,

We are proud to announce a Senior Final Expense Life Insurance Program to help pay what Social Security does not pay for your final expenses. At present, Social Security only pays \$255, and only if you qualify. This Senior Plan can pay 100% of all funeral expenses not paid by Social Security, up to \$20,000.00 (Tax Free) for each Senior Citizen covered. To see if you qualify, mail this postage paid card. You will not be charged for this information!

**Fill out and return the
card below in the next 5 days
and receive your FREE Quote
and Wal-Mart Gift Certificate**

KH_FE_SP_WM1_PK

Not connected with or endorsed by the US Government or any State Agency



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 659 INDIANAPOLIS IN
POSTAGE WILL BE PAID BY ADDRESSEE

NATIONAL REPLY CENTER
PO BOX 3012
INDIANAPOLIS IN 46209-9301



**Detach Here
And
Mail Today!**

