



SPRING SPIA SPLASH!

Earn an additional **\$250 CASH BONUS**
on your next Confidence Income Annuity[®] app!

February 22 - March 31, 2010

**To earn your \$250 Cash Bonus, submit this flyer with your
next Confidence Income Annuity (SPIA) application.**

- Applications must be received at the EquiTrust Home Office between February 22, 2010 and March 31, 2010.
- Cash Bonus will be paid to the agent listed first on the application.
- Cash Bonus will be paid on one (1) case only.
- Cash Bonus will be paid after the free look period has ended for the qualifying contract.
- EquiTrust Life maintains full discretion over eligibility and may terminate the bonus program at any time.

Call today for more information!