

PruLife® Founders Plus No Longer Available for Sale in New York

Effective January 31, 2022

NEW YORK ONLY: Due to regulatory requirements, PruLife® Founders Plus UL will be discontinued in New York. Please note this only impacts New York and Founders Plus will continue to be offered in other states.

Important Dates

- ▶ **January 30, 2022** (Last Day for Founders Plus in NY): Last day that an application can be signed and dated for Founders Plus in NY.
- ▶ **February 4, 2022** (Home Office Receipt Date): Last day that an application can be received in the Home Office for Founders Plus in NY.
- ▶ **April 1, 2022** (Placement Date): Last day that a pending case can be placed for Founders Plus in NY. All delivery requirements must be received in good order by end of business day (4 PM EST).
- ▶ **April 1, 2022** (1035 Exchanges): Cases involving 1035 exchange must be initiated/started by April 1, 2022 to be eligible for Founders Plus in NY. If the 1035 initiation/start deadline is met, the policy will not be subject to an additional placement deadline.

For more information about important deadlines, please refer to the [Transition Rules](#) document.

Commitment to the Marketplace

At Prudential, we pride ourselves on offering an attractive portfolio of solutions to meet the various needs of our diverse customers. While we are discontinuing sales of Founders Plus in New York, we continue to offer a competitive suite of life insurance products in the NY Market:

- Term Essential
- PruTerm® One
- PruLife® Essential UL
- VUL Protector
- PruLife® Custom Premier II
- PruLife® SVUL Protector
- PruLife® SUL Protector

Contact the National Sales Desk at 800-800-2738, Option 1, with any questions.

▶ **State Approval**

▶ **Transition Rules**

Please read for important information.



Prudential

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PruLife Founders Plus UL[®] is issued by Pruco Life Insurance Company in all states except New York where, it is issued by Pruco Life Insurance Company of New Jersey. Variable universal life policies are offered through Pruco Securities, LLC (member SIPC). All are Prudential Financial companies located at 213 Washington Street, Newark, NJ 07102-2992.

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