



PruLife® Founders Plus UL

PREPARE FOR THE POSSIBILITIES IN LIFE



Life Insurance



Prudential
Bring Your Challenges®

The Prudential Insurance Company of America

0255027

0255027-00001-00 Ed. 12/2013 Exp. 06/12/2015



A FINANCIAL LEADER FOR OVER 135 YEARS

Prudential Financial is a worldwide financial leader with a long tradition of serving the public interest. Prudential Financial has approximately 50 million customers. The well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time.

ABOUT THIS BROCHURE

This brochure is intended to provide an overview of the key features of PruLife® Founders Plus UL. This brochure does not cover all of the terms and conditions of the policy or riders. For additional details, you must review the forms of the policy and riders, illustrations, and related disclosures.

Your financial professional can provide you with a detailed illustration that includes additional information and important considerations about this product. In fact, the best way to understand how this life insurance policy works is with the help of a financial professional and a policy illustration. An illustration can show you the effects of various interest-crediting rates on your policy; and a financial professional can help you assess and offer solutions to meet your needs.

Getting to Where You Want to Go

Life sometimes can feel like an open road with multiple opportunities before you. Other times life can feel like an obstacle course with challenges that slow your progress. In both cases, you need to be ready to address whatever life presents, the good and the bad.

THE EXPECTED AND UNEXPECTED.

Always being prepared is especially important when it comes to planning for your family's financial future. Think about the following concerns and ask yourself if you currently have a strategy in place for:

- Protecting your family in case something happens to you.
- Addressing chronic or terminal illness costs.
- Having supplemental sources of income in retirement.
- Reducing the impact of taxes on your estate.
- Passing wealth to the next generation.
- Leaving a legacy to the charity of your choice.

PruLife® Founders Plus UL (Founders Plus) can help you address these needs. It is a flexible premium universal life insurance policy that can help you prepare for life's challenges and opportunities.

Prepare for the Possibilities in Life

HOW YOU CAN USE FOUNDERS PLUS.

PROTECT YOUR FAMILY.

- **Cost-effective death benefit protection.** First and foremost, the policy offers permanent death benefit protection that can provide income to your family if something happens to you. The death benefit is also generally received income tax free (according to U.S. IRC §101(a)).
- **Meaningful No-Lapse Guarantee.** The policy features an extended no-lapse guarantee. It can provide you with guaranteed coverage as long as sufficient premiums are paid and other guarantee requirements are met. This feature can offer comfort to you and your family.



Prepare for the Possibilities in Life



The combination of features and benefits makes Founders Plus a flexible resource that can be used in different ways and in different scenarios.



HOW YOU CAN USE FOUNDERS PLUS. (CONTINUED)

PROTECT YOUR LIFESTYLE.

- **Address chronic and terminal illness costs.** The policy can include the optional BenefitAccess Rider. It can be used to pay for costs associated with chronic or terminal illness (See * on the back cover for details). Since it advances the death benefit, there will be a reduction in the amount available for your beneficiaries. It is available for an additional charge; additional underwriting requirements apply.

BUILD A STRONGER FUTURE.

- **Tax-efficient growth potential.** The policy offers two account options that both grow tax-deferred.
- **Protected growth.** Both account options have features, in the form of guaranteed interest-crediting rates and/or floors, that prevent policy value declines due to negative equity market performance. These features protect the account values from decreasing due to poor performance.
- **Flexible premiums.** You can increase your premiums to accelerate the accumulation potential of your policy's cash value.¹

LIVE THE LIFE YOU WANT.

- **Access to cash value for income and needs.**² Any cash value built up in the account options can be accessed through loans and withdrawals. If you no longer need the entire death benefit for protection, you can use the cash value in your policy for other purposes. For example, you can pay an unexpected expense or treat your loved ones to a once-in-a-lifetime vacation. The cash value is a significant part of the policy's flexibility.
- **Simplicity in account choices and managing the policy.** With only two account options, the Fixed Account option and the Plus Account option, setting up and managing your policy is easy compared to other life insurance products that offer multiple account options. You choose only one account at a time; however, you can change accounts based on your needs and the product's performance (subject to transfer restrictions).

GIVE TO THOSE YOU CARE ABOUT.

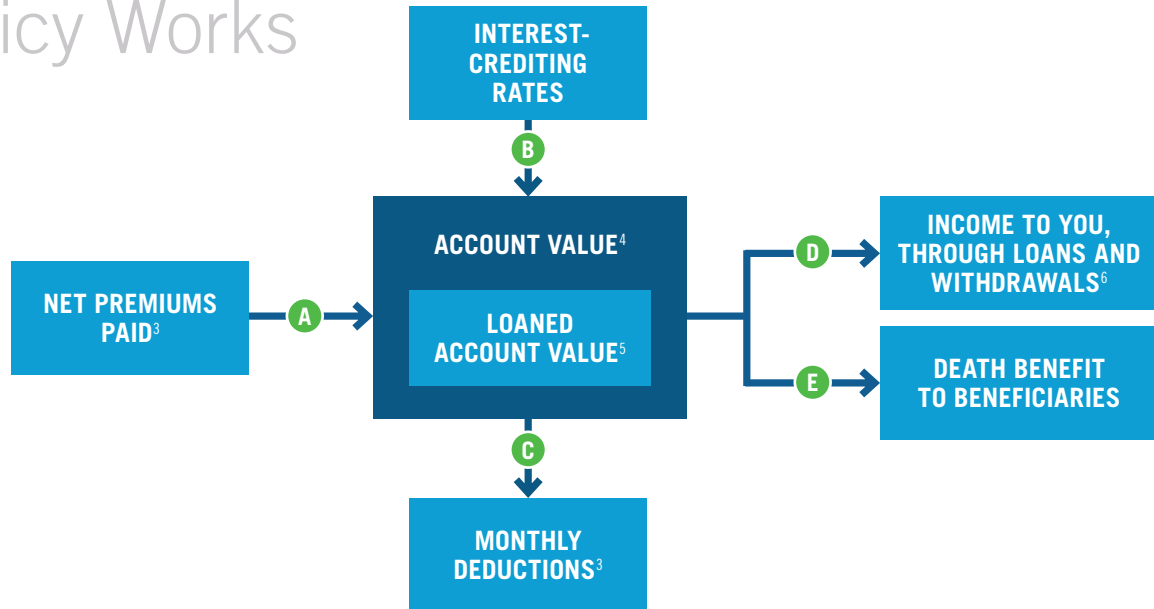
- **Create a legacy.** The death benefit can be used to provide a legacy for your children, their children, or a charity you believe in.

¹ Federal tax law limits the amount of premium contributions that can be made to a policy for it to retain certain tax advantages. When premium contributions exceed this limit, the policy is classified as a modified endowment contract (MEC). Distributions from MECs (such as loans, withdrawals, and collateral assignments) are taxed less favorably than distributions from policies that are not MECs to the extent there is gain in the policy. For distributions from a MEC prior to age 59½, a federal income tax penalty may apply to the extent there is gain in the policy. However, death benefits are still generally received income-tax free pursuant to IRC §101(a). The death benefit will be reduced by any withdrawals or loans (plus unpaid interest). Clients should consult a tax advisor.

² Life insurance policy cash values are accessed through withdrawals and policy loans. Loans are at interest. In general, loans are not taxable, but withdrawals are taxable to the extent they exceed basis in the policy. Loans outstanding at policy lapse or surrender before the insured's death will cause immediate taxation to the extent of gain in the policy. Unpaid loans and withdrawals reduce cash values and death benefits, may reduce the duration of the guarantee against lapse, and may have tax consequences.

How the Policy Works

It's important to know how Founders Plus works so you have a better understanding of how it can help you.



- A You pay premiums.** Your payments, or premiums, are applied to the policy. Some of that payment goes to cover premium based administrative and sales expense charges. The rest, or net premiums, become part of the policy's account value.
- B The account value can accumulate.** The account value is credited based on the interest-crediting rate earned for the account option that you choose, either the Fixed Account or the Plus Account.
- C Cost and fees are deducted.** On a monthly basis, the cost of the insurance protection and other fees are deducted from the account value.
- D You can access the cash value.** You may take loans or withdrawals from any accumulated cash value in the account. If an outstanding loan is not repaid, the value of the loan and any accrued interest will be deducted from the death benefit.
Any outstanding loans from the account will receive a crediting rate but the account is also charged loan interest for the outstanding amount.
- E Your family is protected.** The policy will pay your beneficiaries a death benefit, reduced by any outstanding loans or previously taken withdrawals, if something happens to you.

³ Life insurance policies contain fees and expenses, including cost of insurance, administrative fees, premium loads, surrender charges, and other charges or fees that will impact policy values. Cost of insurance may vary by sex, issue age, rating class, duration, face amount, and the net amount at risk.

⁴ When the Alternate Contract Fund (ACF) value is more than the actual contract fund value, the ACF will be used in its place for most policy provisions, including the calculation of surrender value, available loan amount, amount at risk, and death benefits.

⁵ We credit interest on the amount in the Loaned Account Value. We charge interest on the loan; if the interest is not paid when due, the indebtedness (loan amount plus accrued interest) will grow. Any outstanding indebtedness will be subtracted from the death benefit.

⁶ Borrowing against cash value reduces both the death benefit and the cash value returned at the end of the level period by the amount of the loan and the loan interest outstanding. A policy's cash value may consist of both guaranteed and non-guaranteed values. Non-guaranteed values may include earnings, which are not guaranteed and will change. Unpaid loans and withdrawals reduce cash values and death benefits, may reduce the duration of the guarantee against lapse, and may have tax consequences.

Account Options

Founders Plus offers two account options, the Fixed Account Option and the Plus Account Option. You can choose only one option at a time and are required to choose one account at issue. You may change your account option at a later date (subject to the transfer restrictions described in the policy), which is discussed later in this brochure.

FIXED ACCOUNT OPTION.

This account provides a more traditional interest-crediting approach. Fixed Account Interest Rates are declared by the company and are subject to change.

- Founders Plus has the potential for greater cash value accumulation in a rising interest rate environment.
- There is no guarantee that the Fixed Account Interest Rate will go higher, even if interest rates, which are near historic lows, were to rise.
- To help protect policy values in a declining interest rate environment, the guaranteed minimum Fixed Account Interest Rate is 2.5%.

PLUS ACCOUNT OPTION.

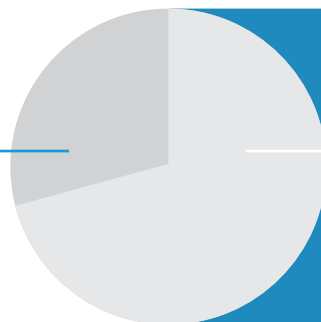
This account offers a potentially greater interest rate by combining two crediting rate components.

- The first component credits the account with a Basic Interest Rate. The Basic Interest Rate is equal to the interest-crediting rate available in the Fixed Account minus 2.5%.
- The second component offers the potential for Index Interest which is based, in part, on 50% of the S&P 500[®] growth, excluding dividends, up to a maximum cap.⁷
- The combination of crediting components allows the Plus Account to potentially benefit from a Fixed Interest Rate and the long-term growth potential of the equity markets.
- The Index Floor of 0% protects account values from negative equity market-based returns.

PLUS ACCOUNT CREDITING RATE.

BASIC INTEREST RATE
(FIXED INTEREST RATE MINUS 2.5%)

INDEX INTEREST



⁷ The policy is not a variable contract or an investment. Although the policy will be affected by changes in the S&P 500[®] Index, the policy does not invest directly in any stock or equity investments.

Example Showing Rates in Each Account

The following hypothetical example shows how the Interest-Crediting Rate is determined in the Plus Account. It assumes a declared rate of 4% in the Fixed Account and an Index Interest Credit of 5%.

FIXED ACCOUNT OPTION.

FIXED ACCOUNT
INTEREST RATE

4%

PLUS ACCOUNT OPTION.

INDEX
INTEREST

5%

BASIC
INTEREST RATE
(4% MINUS 2.5%)

1.5%

TOTAL

6.5%

Past performance is not a guarantee of future results. Credited interest rates are not actual rates of return due to policy charges. Policy charges will be taken from any values in the Fixed Account first and then from most recently created Plus Account segments.

ALTERNATE CONTRACT FUND.

The Alternate Contract Fund is an alternative way to calculate the insurance benefit and the cash surrender value. Regardless of Fixed Account and Plus Account performance, the policy will guarantee a cumulative return of 1% annually on net premiums, reduced by monthly charges (other than the asset-based administrative fee), withdrawals, and any partial surrender charges. When the Alternate Contract Fund value is more than the actual Contract Fund value, the Alternate Contract Fund will be used in its place for most policy provisions, including the calculation of surrender value, available loan amount, amount at risk, and death benefits.

Please note that there is no guarantee that the Alternate Contract Fund will be a positive value as charges and other reductions can deplete it.

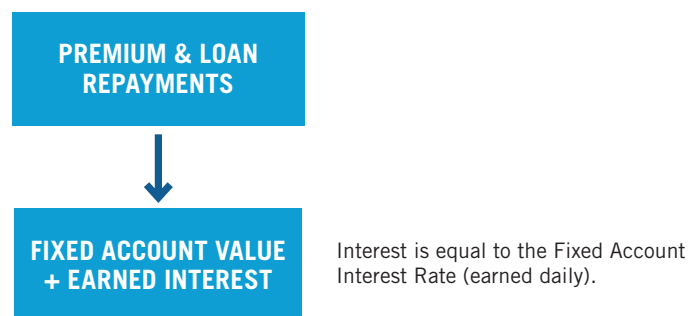


Understanding How the Account Options Work

The two accounts both earn interest, though one account earns it based on one component and the other earns it through two.

The **FIXED ACCOUNT** option earns interest based on the Fixed Account Interest Rate, earned and credited daily, month in and month out. The minimum interest-crediting rate is guaranteed to never be less than 2.5%

HOW THE FIXED ACCOUNT OPTION WORKS.



Changing Account Options

You can only choose one account at a time but have the ability to switch accounts. Here are the facts and details on how changing account selection works.

CHANGING FROM THE **FIXED ACCOUNT** OPTION TO THE **PLUS ACCOUNT** OPTION.

- Amounts in the Fixed Account are transferred to a new Plus Account Segment on the next available Transfer Date.
- Future premiums and loan repayments are first allocated to the Fixed Account. They are then transferred to the Plus Account on the next available Transfer Date.
- Transfer Dates take place generally on the 15th of the month.

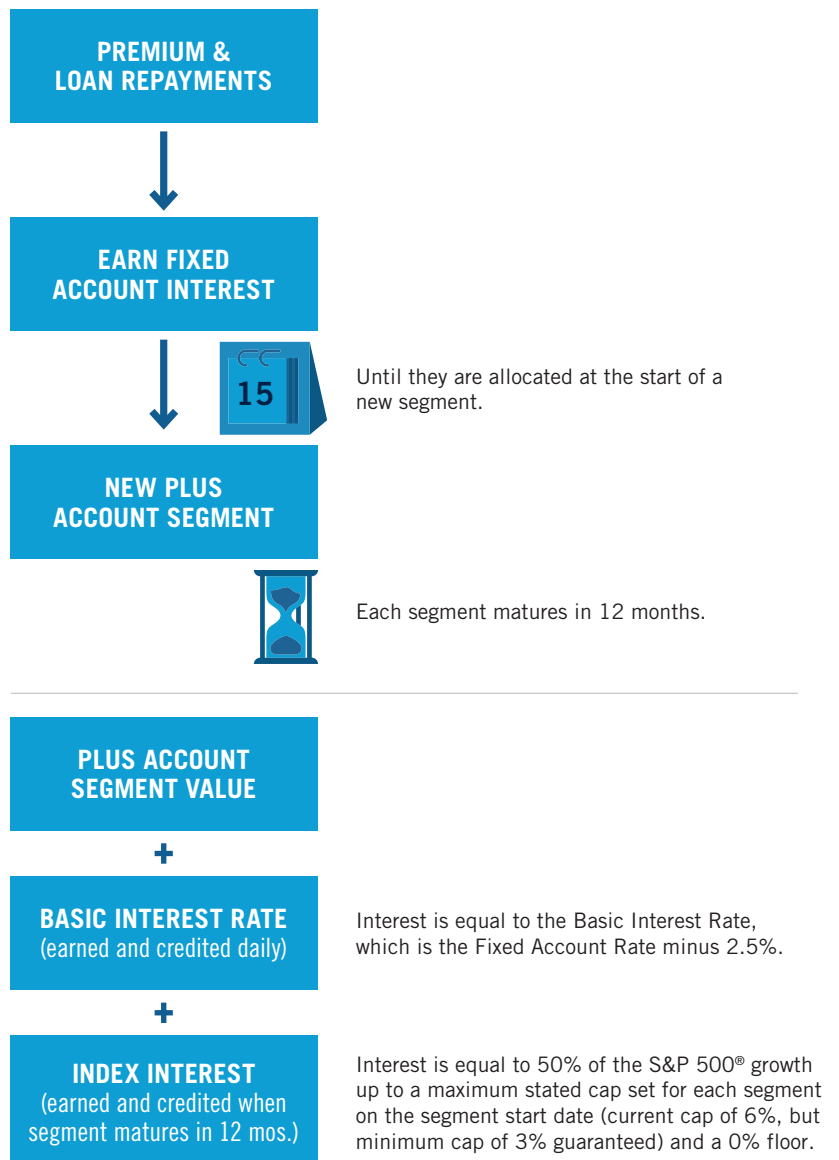
CHANGING FROM THE **PLUS ACCOUNT** OPTION TO THE **FIXED ACCOUNT** OPTION.

- All future premiums and loan repayments are allocated to the Fixed Account.
- Amounts in maturing Plus Account Segments are transferred to the Fixed Account at each Segment maturity date.
- Segments have a one-year duration.

It's important to note that, after changing from the Plus Account to the Fixed Account, it may take up to a year for all policy values to be in the Fixed Account. That length of time is because the amounts in maturing Segments are transferred to the Fixed Account at each Segment maturity date.

The **PLUS ACCOUNT** option not only earns interest based on the Basic Interest Rate but also credits Index Interest based on segments. Premiums paid into the policy earn interest in the Fixed Account until they are transferred into a new segment. A new segment typically starts on the 15th of the month and lasts for 12 months. Over the course of the 12 months, that segment continues to be credited at the Basic Interest Rate on a daily basis. Once the segment matures, the Index Interest is added. The matured segment value, including the Index Interest, can then be transferred to a new segment.

HOW THE PLUS ACCOUNT OPTION WORKS.



The potential to build cash value in the Plus Account is based in part on the performance of the S&P 500® Index (using an index growth cap and floor) on an annual point-to-point basis based on a 50% participation rate (subject to change). The Plus Account is not a direct investment in the S&P 500® Index. Founders Plus is not a variable contract or an investment contract.

The Index Growth Cap is generally stated as a percentage, which is the maximum rate of index interest that will be credited at the end of the one-year Plus Account Segment, regardless of changes to the designated index. The Index Growth Cap is declared for each Plus Account Segment in advance of each Plus Account Segment start date. The Index Growth Cap may be raised or lowered at our discretion before the segment is created, but will not be lower than the guaranteed minimum Index Growth Cap stated in the policy (3% in all states). Once a Plus Account Segment is created, its Index Growth Cap will not change. Changes to the Index Growth Cap could result in different values than shown here. Changes are not tied to the performance of the underlying index and may be based on interest rates, market volatility, and other factors. Index Growth Caps and Floors may be different in selected states.

CUSTOMIZING YOUR POLICY.

Founders Plus offers many features that can help you address your needs. Some are included in your premium while others are available for an additional cost. Discuss with your financial professional if any of these features and riders might be appropriate.

For instance:

- **BenefitAccess Rider:** A rider that will advance your death benefit and provide you with income if you become chronically or terminally ill and the claim under the rider is approved. The amount you use reduces the death benefit of the policy. (See note * on the back cover for details.) It is available for an additional cost; additional underwriting requirements apply. The rider form number is ICC13 VL 145 B2-2013 or VL 145 B2-2013 followed by a state code and cannot be combined with the *Living Needs Benefit* rider.
- **Living Needs BenefitSM:** A rider that, if you become terminally ill, will advance a portion of your death benefit to help ease the financial burdens of this time of your life. (See note ** on the back cover for details.) The amount you use reduces the death benefit of the policy. There is no cost for the rider; however, a \$150 processing fee (\$100 in Florida) is charged per claim. The rider form number is ORD 87241-92-P followed by a state code.
- **Waiver of Premium:** A benefit that will pay your policy premiums so that your valuable life insurance coverage can remain intact if you become disabled. The rider form number is VL 100 B-2013 followed by a state code.
- **Accidental Death Benefit:** A benefit that will pay an additional death benefit if your death is a direct result of an accident. The rider form number is VL 110 B-2000 followed by a state code.
- **Children Level Term Rider:** The option to provide life insurance for your children while they are young. The rider form number is VL 182 B-2005 followed by a state code.

MAINTAINING YOUR POLICY.

Monitoring your policy on a regular basis can help ensure that your cash value is earning interest and accumulating the way you anticipated. Variations in interest crediting, particularly if you've chosen the fixed death benefit, will affect your policy's cash values and, if the amount that's credited is lower than anticipated, your premiums may need to increase to keep your policy in force in later years. You may need to make adjustments to your premiums to help make sure your protection lasts as long as you need it to.

Once each year you will receive an annual statement of policy values. This statement will provide:

- The value of your policy as of the last day of the policy year.
- The current account factors as of the date the statement is produced. These rates will be subject to change.
- Details on new Plus Account segments created or matured during the statement period. For matured segments, you will see the interest rate credited on the segment, based on the performance of the index and applicable caps, floors, and participation rates.

UNDERSTANDING THE NO-LAPSE GUARANTEE.

The policy's No-Lapse Guarantee ensures that, for a certain time period, your policy will stay in effect no matter what happens to your policy's values.

Generally, the more premiums you pay, the longer the guarantee will last. However, the length of the Adjustable No-Lapse Guarantee period can be dialed up or down, based on:

- The timeliness of your premium payments.
- The amount of your premium payments.
- The frequency of your premium payments.
- Taking any policy loans or withdrawals.
- Changes to the death benefit.

The No-Lapse Guarantee may not extend for the life of the policy.

It is important that you pay your scheduled premiums when they are due. Missed or late premium payments may shorten or eliminate the policy's guarantee. Payments to restore the guarantee may be higher than those you were originally paying.

Please also note that, by paying only the minimum premium required, you may be foregoing the potential to build tax-deferred cash value.

CANCELING YOUR POLICY.

If you choose to cancel your Founders Plus policy within the first 14 years, you will incur a surrender charge. The surrender charges, which decline over 14 years, may reduce the policy's cash value in early years. The policy's cash surrender value is the accumulated value less the surrender charges. Other charges include, but are not limited to, premium-based administrative charges and monthly charges including cost of insurance.

Looking Forward with PruLife® Founders Plus UL

Talk with your financial professional to decide whether the flexibility that Founders Plus offers fits your needs and goals.





Printed on Recycled Paper
with 10% Post-Consumer Waste

- * The BenefitAccess Rider is available for an extra premium. Additional underwriting requirements and limits may also apply. Obtaining benefits under the terms of the rider will reduce and may eliminate the death benefit. Benefits paid under the BenefitAccess Rider are intended to be treated for federal tax purposes as accelerated life insurance death benefits under IRC §101(g)(1)(b). Tax laws related to the receipt of accelerated death benefits are complex and proceeds may be taxable in certain circumstances. Receipt of benefits may affect eligibility for public assistance programs such as Medicaid. Accelerated benefits paid under the terms of the Terminal Illness portion of the rider are subject to a \$150 (\$100 in FL) processing fee. You should consult your tax and legal advisors prior to initiating any claim. A licensed health care practitioner must certify the chronic or terminal illness to qualify for benefits. Chronic illness claims will require recertification by a licensed health care practitioner. Other terms and conditions may apply. This rider is not long-term care insurance (LTC) and it is not intended to replace LTC. The rider may not cover all of the costs associated with chronic illness. The rider is a life insurance accelerated death benefit product, is generally not subject to health insurance requirements, and may not be available in all states. The rider form number is ICC13 VL 145 B2-2013 or VL 145 B2-2013 followed by a state code.
- ** The *Living Needs Benefit*SM is an accelerated death benefit and is not a health, nursing home, or long-term care insurance benefit. It is not designed to eliminate the need for insurance of these types. There is no charge for this rider. However, when a claim is paid under this rider, the death benefit is reduced for early payment; a \$150 processing fee (\$100 in Florida) is deducted. If more than one policy is used for the claim, each policy will have a processing fee of up to \$150 (\$100 in Florida) deducted. Portions of the *Living Needs Benefit* payment may be taxable. Receiving an accelerated death benefit may affect your eligibility for public assistance programs. The federal income tax treatment of payments made under this rider depends upon whether the insured is the recipient of the benefit and is considered “terminally ill” or “chronically ill.” We suggest that you seek assistance from a personal tax advisor regarding the implications of receiving *Living Needs Benefit* payments. This rider is not available in Minnesota to new purchasers over age 65 until the policy has been in force for one year. The nursing home option is not available in Connecticut, Florida, Massachusetts, New York or the district of Columbia. **This rider is not available in Washington State.** In Oregon, term policies must include the waiver of premium benefit to be eligible for this rider.

The S&P 500® Index is a product of S&P Dow Jones Indices LLC (“SPDJI”); it has been licensed for use by The Prudential Insurance Company of America for itself and affiliates including Pruco Life Insurance Company and Pruco Life Insurance Company of New Jersey (collectively “Pruco Life”). Standard & Poor’s®, S&P®, and S&P 500® are registered trademarks of Standard & Poor’s Financial Services LLC (“S&P”); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC (“Dow Jones”); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Pruco Life. Pruco Life’s products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, or their respective affiliates; and none of such parties make any representation regarding the advisability of purchasing such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500® Index. S&P 500® index values are exclusive of dividends.

PruLife Founders Plus UL is issued by Pruco Life Insurance Company in all states except New York where, if available, it is issued by Pruco Life Insurance Company of New Jersey. Both are Prudential Financial companies located at 213 Washington Street, Newark, NJ 07102-2992. Each is solely responsible for its own financial condition and contractual obligations. The policy form number is IULNLG-2013, ICC13 IULNLG-2013.

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Life insurance policies contain exclusions, limitations, reductions of benefits, and terms for keeping them in force. A financial professional can provide you with costs and complete details.

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May Lose Value.

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