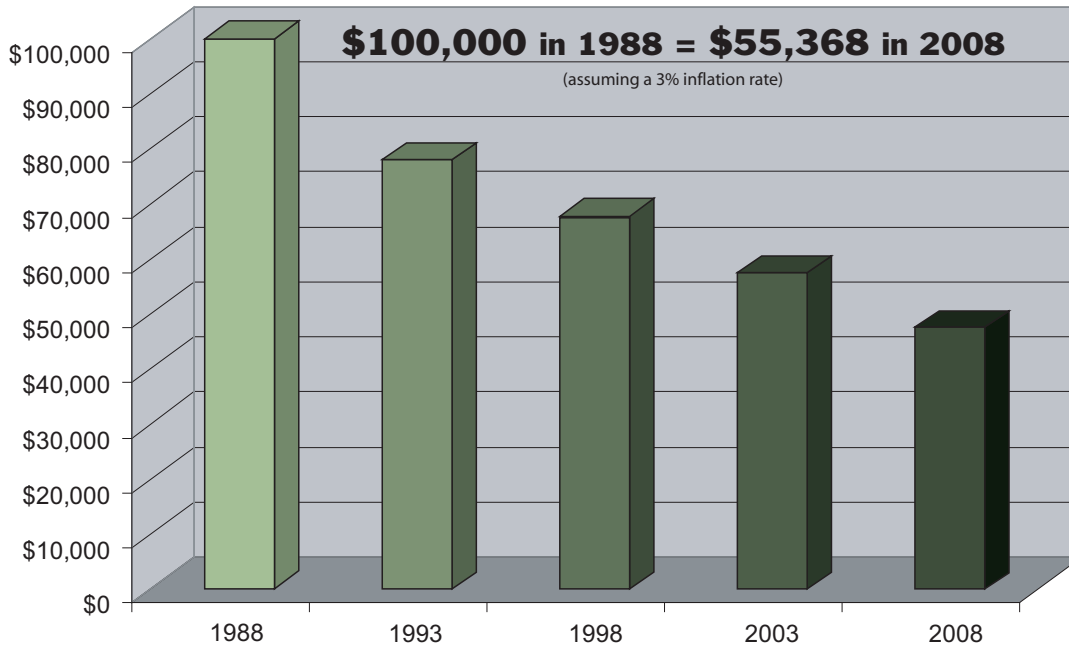


# How much is your life insurance worth now?

Twenty years ago you bought \$100,000 worth of life insurance protection and felt confident it would cover the needs of your family. With the yearly sting of inflation, that \$100,000 policy is not quite worth what it used to be. How much is that same life insurance worth today? Have you thought about how much it will be worth in 20 years? Will it still provide adequate protection?



The combination of rising prices and the yearly sting of inflation may make it necessary to re-evaluate how much insurance you have and if that will really cover the needs of your family in the event of your death. Talk to your insurance advisor today about your needs and what type of coverage may be best suited for your situation.

## Then vs. Now

**Loaf of Bread\***  
1988: \$.65  
2008: \$1.27  
*95% increase*

**Average New Home\*\***  
1988: \$112,500  
2008: \$246,500  
*119% increase*

**Gallon of gas\***  
1988: \$.93  
2008: \$2.79  
*200% increase*

\*Source: U.S. Department of Labor, Bureau of Labor Statistics

\*\*Source: U.S. Census Bureau