

Patriot Life announces Meijer gift card promotion

Agency personnel promoting Patriot Life products will be eligible to receive a Meijer gift card under the parameters of a special incentive program announced today by the life insurance carrier.

Beginning **July 1, 2011 and through year end (December 31, 2011)**, designated partner Agency personnel (CSR's or writing agents) responsible for the referral or actual submission of what becomes paid Patriot Life applications will gain credit toward the gift cards. For every paid application received, the designee within the agency will receive a \$10 credit toward a Meijer gift card.

The program will be administered by Patriot Life personnel. Meijer gift cards will be distributed monthly based on meeting established qualifications. Under the program, for instance, if you were the designee in the agency responsible for referring and/or submitting five paid life applications during a month, you would receive a \$50 Meijer gift card.

Important: We request either Agency Principals, or licensed life producers writing the business who wish to give credit to a CSR for the referral leading to a life sale, to **please provide Kevin Marti at his e-mail address** - kevin.marti@fmins.com