
LINCOLN BENEFIT LIFE

February 18, 2015

Customer Name
Street Address
City, ST. Zip Code

Re: Change in service provider for your LBL contract/policy

Contract/Policy Number: xxxxxxxxxx

Dear Customer,

Thank you for being a valued Lincoln Benefit Life Company (LBL) customer.

LBL has decided to use a third-party administrator to assist with our customer service. This letter is to inform you that effective February 23, 2015, Lincoln Benefit Life will use **se²** to service your contract/policy listed above. **se²** is a highly regarded leader in providing customer service for the financial services industry, and will now handle all administrative services, such as billing, responding to customer service and claim requests, and accepting payments for your LBL contract/policy referenced above.

What does this change in service provider mean to you?

You will see very few changes as part of this transition, other than:

- You will have new contact information for customer service, which is listed below. For your convenience, please keep this letter with your contract for future reference.
- All of our customer service representatives will now be based in the United States.
- A new payment mailing address that is listed below. If you are on autopay, no changes are required of you.

To reach a customer service representative to conduct routine business on your LBL contract/policy, please use the following updated contact information:

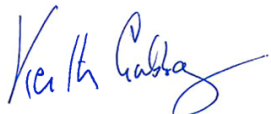
<u>Lincoln Benefit Life</u>	<u>Mailing Address for Payments</u>	<u>Mailing Address for Other Correspondence</u>
Phone: 800-643-8190	Lincoln Benefit Life	Lincoln Benefit Life
Fax: 785-286-6121	PO Box 758519	PO Box 758520
Website: www.LBL.com	Topeka, KS 66675	Topeka, KS 66675

We also want to take this opportunity to reassure you that your contract/policy and benefits have not changed. Further, this change does not affect your relationship with your financial representative and we will continue to work with your representative to service your LBL contract/policy.

You may have multiple LBL contracts/policies that will now be serviced by **se²**. You will receive notifications for each affected contract/policy.

Again, thank you for being a Lincoln Benefit Life Company customer. We appreciate your business and look forward to a lasting relationship with you.

Sincerely,



Keith Gubbay
President, Lincoln Benefit Life