
LINCOLN BENEFIT LIFE

August 31, 2015

Customer Name
Street Address
City, ST. Zip Code

Re: Change in service provider for your LBL fixed life insurance policy

Policy Number: xxxxxxxxx

Dear Customer,

Thank you for being a valued Lincoln Benefit Life Company (LBL) customer. We are writing to notify you of important information regarding the administration of your life insurance policy. If you have more than one policy affected by this change, you will receive notifications for each policy separately.

LBL will begin using Alliance-One Services, Inc., a licensed third-party administrator to handle customer service on our behalf starting September 14, 2015. Alliance-One will perform various administrative functions for LBL's life insurance business, such as benefit payments, premium collection, and customer service requests. Please know, LBL continues to be your insurance company and is responsible for all benefits outlined in your policy. In addition, your service requests will continue to receive LBL's high standard of service according to our service guidelines.

What does this change in service provider mean to you?

- You will have new contact information for LBL's customer service and claims, which is listed below. For your convenience, please keep this letter with your policy for future reference.
- All of our customer service representatives will now be based in the United States.
- A new payment mailing address is listed below. If you are on autopay, no changes are required of you. Acceptable forms of payment (U.S. Dollars) are personal check, money order, cashier's check and wire transfers.

To conduct routine business on your LBL fixed life policy referenced above, please use the following updated contact information:

Lincoln Benefit Life Company – Fixed Life

Phone: 844-768-6777

Fax: 844-660-4761

Website: www.LBL.com

Mailing Addresses for:

Fixed Life Payments & Correspondence

Lincoln Benefit Life Company
Policyholder Services
PO Box 1508
Jacksonville, IL 62651-1508

Claims

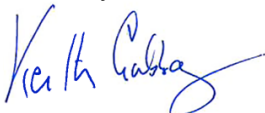
Lincoln Benefit Life Company
Claims Policyholder Services
PO Box 1568
Jacksonville, IL 62651-1568

Overnight Address

Lincoln Benefit Life Company
Policyholder Services
1275 Sandusky Road
Jacksonville, IL 62650

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

Sincerely,



Keith Gubbay
President
Lincoln Benefit Life