

CIC 5 Star DM /lead generation letter for advisers to send to customers— Used to generate customer appointments

ADDRESS

DATE

Dear xxxxxxxx

HAVE YOU EVER THOUGHT ABOUT HOW YOU WOULD COPE FINANCIALLY IF YOU WERE DIAGNOSED WITH A CRITICAL ILLNESS?

In 2009, Legal & General, the UK's number one critical illness cover provider based on new individual critical illness sales in 2009*, paid 2,149 critical illness claims, helping these families manage financially during their difficult times. And with the average age of a claimant being just 44, it's important to consider your needs for this type of cover now.

By taking out Critical Illness Cover with Legal & General, you could receive a tax-free lump sum or monthly benefit depending on your preference when you take out the policy.

This could help towards:

- Paying off the mortgage
- Paying the monthly household bills
- Covering additional medical expenses
- Reducing the financial impact if you were unable to return to work.

QUALITY COVER

Legal & General's Critical Illness Cover was recently awarded a 5 Star Rating from Defaqto, a leading UK independent financial research company, which means it has been recognised as one of the best quality products in the market.

TAKE ACTION NOW

Getting cover is simple and easy.

Legal & General's Critical Illness Cover includes 39 illnesses, however not all forms of illness are covered and some restrictions apply. I would welcome the opportunity to talk through your specific protection cover needs and identify the right policy for you and your budget.

Yours sincerely

- **IFA signoff Details**

A Jones

Independent Financial Adviser

* Swiss Re Term & Health Watch 2010 report.

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