

Life Insurance Announcing the Launch of iGO Electronic Applications



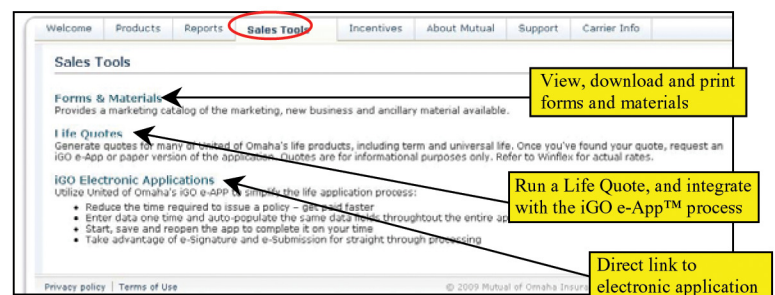
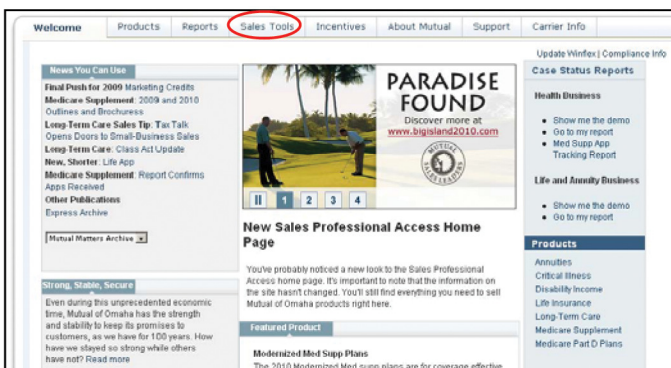
2/3/2010

TECHNOLOGY

The light is green. It's iGO time.

Mutual of Omaha is pleased to bring you iGO e-App™; a wizard based, intelligent electronic application solution from iPipeline™, the leader in on-demand software for insurance carriers, distributors and producers.

To access iGO e-App™, visit Sales Professional Access (SPA) at www.mutualofomaha.com/broker and click the “Sales Tools” tab.



It's important to understand that iGO e-App™ is not replacing our current paper application process however, it's merely another tool to help you submit business. iGO e-App™ features include:

- Intelligent wizard screens – required and optional fields, validation and business rules
- Ability to electronically complete, view and print state filed forms at anytime
- Save, update and return functions
- ‘Completed’ green checkmarks of an “in **Good Order**” application submission
- Sign and submit using electronic or wet signatures

Mutual of Omaha's migration over to iGO e-App™ for Life* business provides you with numerous advantages, such as:

- Paperless **GREEN** experience for producers, consumers and carriers
- Forms that are always legible and correct
- Accelerates underwriting and policy issuance...means accelerated payment to producers
- Capability of automatically transferring basic quote information into an application

How it works

With iGO e-App™ you can now submit Life* applications electronically and “in Good Order.” Here's how it works:

1. Select the e-App option from SPA or iPipeline™
2. Use the quote engine to get an instant quote
3. Select the iGO e-App™ button to transfer your clients' information from the quote engine and complete the application
4. iGO intelligence walks you through completion, simplifying the application process
5. Sign and submit using electronic or wet signature
6. Track your application from start to finish

iGO e-App™ is available for the Term Life Answers product. Future products to be added will be announced as available. Product information and state availability can be found on SPA.

To learn more about this new and exciting electronic process, check out the attached iGO e-App™ training Brainshark.

In addition, the attached brochure provides you with an overview of the iGO e-App™ system and how it makes us easy to do business with, “The light is green. It's iGO time.”

If you have further questions, please call your Sales Director or Sales Support at (800) 693-6083.

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