

You're somebody's hero, <Fname>.

Keep them protected.

Issued to:

<SEQ_LOOKUP>
<Sample A. Sample>
<123 Main Street>
<Anytown, US 12345-1234>
|||||

Your personalized quote is
a minute away:
ethoslife.com/minutes

We make it that easy.

Maybe it's your newlywed spouse. Or your one and only sibling. Or your fun-loving teenager. Or your grandchild who insists they are a unicorn. Ethos offers reliable, budget-friendly term life insurance so people like you can protect people like them.

We approach life insurance the same way we approach life — people first, money second. With Ethos you can expect a policy that fits your life and circumstances, not one that an aggressive salesperson pushes on you to make a commission. In most cases, we don't require a medical exam.¹ Instead, we assess your application and offer the lowest rate we can.

Get the coverage you need to protect the ones you love. It takes about a minute to review your quote options online, and less than 10 minutes to apply. After all, you've got hero stuff to do.

We look forward to serving you,

Peter Colis, CEO

ETHOS

<Fname>, here's your sample quote:²

Coverage amount:	\$300K	\$500K	\$1M
Term:	20 years	20 years	20 years
Cost per month:	\$36	\$56	\$106

Apply in minutes at: **ethoslife.com/minutes**

¹ While medical exams are not required in most cases, we do require a disclosure of certain health information as part of our application.

² Please note all prices shown are estimates for 20-year terms based on a 35-year-old individual who is healthy and a non-smoker.

Ethos is a life insurance brokerage company. All term life insurance products available through Ethos are from insurance carriers rated A+ by A.M. Best for Financial Strength. Coverage may not be available in all states. Most online applications are completed in 10 minutes or less.