



# SPRING SPIA SPLASH!

Earn an additional **\$250 CASH BONUS**  
on your next Confidence Income Annuity® app!

**February 22 - March 31, 2010**

**To earn your \$250 Cash Bonus, submit this flyer with your  
next Confidence Income Annuity (SPIA) application.**

- Applications must be received at the EquiTrust Home Office between February 22, 2010 and March 31, 2010.
- Cash Bonus will be paid to the agent listed first on the application.
- Cash Bonus will be paid on one (1) case only.
- Cash Bonus will be paid after the free look period has ended for the qualifying contract.
- EquiTrust Life maintains full discretion over eligibility and may terminate the bonus program at any time.

**Questions? Call EquiTrust Sales Support at 866-598-3694  
For Illustrations and Product Info, visit [EquiTrust.com](http://EquiTrust.com) ("Fixed Annuities")**

Product not available in all states. Contract issued on Contract Form Series ET-SPIA(08-06). Group Certificate issued on Form Series ET-SPIAC(08-06). EquiTrust Life Insurance Company, West Des Moines, Iowa.  
**For Producer Use Only.** AC10-ET-CIA-1006

 **EquiTrust.**  
Life Insurance Company