



May 9, 2011

**To ALL New Era Life Insurance Company
Pennsylvania Medicare Supplement Agents**

New Era Life Insurance Company **Rate Increase Notice for both Standardized
and Modernized Plans Effective July 1, 2011.**

Modernized Plans A, B, C, G, and N will have a rate increase of 9%
effective July 1, 2011.

Standardized Plans A, B, C, and will also receive a 9% rate increase
effective July 1, 2011.

New Business:

- Applications postmarked on or before 7/1/2011 will receive the 2010 rates.
- Applications postmarked after 7/1/2011 will receive the 2011 rates.
- Individual plan rate sheets may be accessed at <http://www.neweralife.com>

Existing policyholders will receive the rate increase on the next premium due date
after the initial 12 months.

For questions, please call the Marketing Department at 1-877-368-4692.