



MARKET CYCLES WILL CHANGE OVER YOUR LIFETIME. GUARDIAN WHOLE LIFE PROVIDES VALUE OVER THE COURSE OF YOUR LIFE, THROUGH ALL MARKET CYCLES.

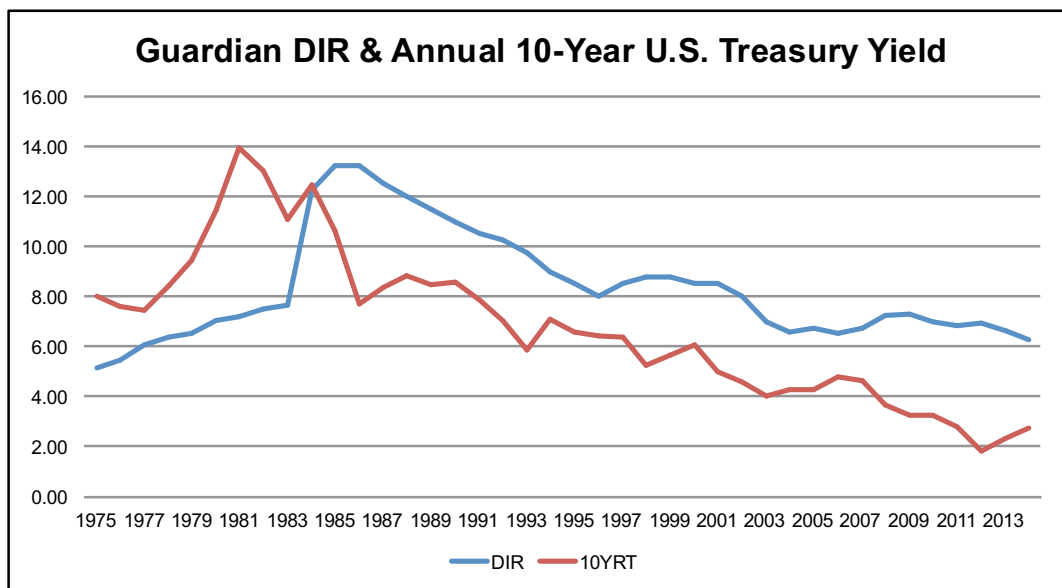
The protection and wealth-enhancing benefits of whole life insurance make it one of the most comprehensive financial tools available today. Its great value is enhanced by its flexibility, which enables it to be customized for a variety of needs. Lifetime protection is a major advantage of whole life insurance, but it isn't the only benefit. In fact, a whole life insurance policy can keep changing for the better, with more benefits built into its structure the longer it stays in force, throughout all economic cycles.

Whole life is a versatile financial instrument devised for the protection of families and businesses — and the creation and enhancement of wealth. Whole life insurance is designed to protect, grow and accumulate value throughout the policyowner's lifetime. You can depend on the valuable guarantees¹ that this asset provides — helping them achieve financial independence and greater peace of mind.

Guardian whole life provides a lifetime of value

Dividends² play an important role in the long-term value of whole life.

The graph below shows the relationship between Guardian's Dividend Interest Rate — one of the three components of Guardian's whole life dividend — and market interest rates. Since premiums are invested when they are received, Guardian is constantly adding assets to its General Account. Those assets reflect current market interest rates at the time of investment. As a result of this relationship (and as you can see from this graph), Guardian's Dividend Interest Rate (DIR) will often trail the movement of market interest rates (as represented by the 10-year U.S. Treasury yield) over a long period of time.



Source: The Federal Reserve website, <http://www.federalreserve.gov/releases/h15/data.htm> (viewed September 2014).

The value of dividends in action³

The scenario below, which illustrates one way in which dividends can enhance a whole life policy, represents a hypothetical \$500,000 policy purchased by a 35-year-old male in the Preferred risk class in 1975. The policyholder's premium was guaranteed at \$9,660 per year and his death benefit was guaranteed at \$500,000 for his lifetime, as long as premiums were paid. The policy also offered a guaranteed cash value, which grew over time.

Whole Life — Purchased In 1975: Male, Age 35, Preferred Risk, \$500,000 Face Amount					
Policy Anniv. in Year	Premium	Guaranteed Cash Value	Total Dividend	Total Cash Value	Total Death Benefit
1976	\$9,660	\$0	\$0	\$0	\$500,000
1977	\$9,660	\$7,975	\$735	\$8,710	\$500,735
1978	\$9,660	\$16,170	\$954	\$17,882	\$502,899
1979	\$9,660	\$24,580	\$1,298	\$27,642	\$505,693
1980	\$9,660	\$33,190	\$1,658	\$38,003	\$509,288
1981	\$9,660	\$42,000	\$2,003	\$48,960	\$513,645
1982	\$9,660	\$51,010	\$2,460	\$60,638	\$518,807
1983	\$9,660	\$60,220	\$3,002	\$73,135	\$524,961
1984	\$9,660	\$69,635	\$7,777	\$90,707	\$536,386
1985	\$9,660	\$79,260	\$10,449	\$111,398	\$555,793
1986	\$9,660	\$89,085	\$12,548	\$134,708	\$579,736
1987	\$9,660	\$99,110	\$13,664	\$159,718	\$606,344
1988	\$9,660	\$109,335	\$15,166	\$186,853	\$634,824
1989	\$9,660	\$119,755	\$16,598	\$216,086	\$665,362
1990	\$9,660	\$130,370	\$17,784	\$247,221	\$697,517
1991	\$9,660	\$141,170	\$18,973	\$280,289	\$730,971
1992	\$9,660	\$152,160	\$20,721	\$315,896	\$766,197
1993	\$9,660	\$163,345	\$21,649	\$353,291	\$802,692
1994	\$9,660	\$174,720	\$21,901	\$391,826	\$839,096
1995	\$9,660	\$186,295	\$22,349	\$431,730	\$875,132
1996	\$9,660	\$195,560	\$25,866	\$471,135	\$913,992
1997	\$9,660	\$204,815	\$30,555	\$515,657	\$958,885
1998	\$9,660	\$214,045	\$35,535	\$565,629	\$1,010,560
1999	\$9,660	\$223,235	\$38,822	\$619,411	\$1,067,257
2000	\$9,660	\$232,370	\$41,124	\$676,033	\$1,126,967
2001	\$9,660	\$241,445	\$44,444	\$736,506	\$1,190,138
2002	\$9,660	\$250,440	\$45,719	\$798,804	\$1,255,098
2003	\$9,660	\$259,345	\$41,800	\$857,698	\$1,315,703
2004	\$9,660	\$268,155	\$41,176	\$916,395	\$1,373,204
2005	\$9,660	\$276,845	\$44,701	\$978,956	\$1,433,164
2006	\$9,660	\$285,400	\$45,754	\$1,042,915	\$1,494,629
2007	\$9,660	\$293,805	\$50,049	\$1,111,448	\$1,559,921
2008	\$9,660	\$302,030	\$53,206	\$1,183,400	\$1,628,925
2009	\$9,660	\$310,050	\$57,364	\$1,259,695	\$1,702,194
2010	\$9,660	\$317,860	\$56,483	\$1,335,284	\$1,774,914
2011	\$9,660	\$325,455	\$57,803	\$1,412,331	\$1,847,853
2012	\$9,660	\$332,850	\$61,387	\$1,493,076	\$1,923,899
2013	\$9,660	\$340,075	\$60,815	\$1,573,460	\$1,999,445
2014	\$9,660	\$347,160	\$56,144	\$1,649,432	\$2,069,389
2015	\$9,660	\$354,125	\$57,394	\$1,726,886	\$2,138,819

Total Cash Value IRR: 6.33%

Total Death Benefit IRR: 7.13%

Given Guardian's long history of declaring dividends to participating policyholders, you can see that this policy received dividends each year that the policy was eligible. Those dividends, which were used to purchase paid-up additions, enhanced the value of the policy by increasing the cash value and death benefit well above the policy's guaranteed contractual values.

Whole life is a product that can help to protect you and your loved ones through all market conditions — while helping you to build financial security for a lifetime.

To learn more about the benefits Guardian's whole life products, contact your local Guardian representative.

¹ All whole life insurance policy guarantees are subject to the timely payment of all required premiums and the claims-paying ability of the issuing insurance company. Policy loans and withdrawals affect the guarantees by reducing the policy's death benefit and cash values.

² Dividends are not guaranteed. They are declared annually by Guardian's Board of Directors. The total dividend calculation includes mortality experience and expense management as well as investment results.

³ This whole life policy is not a Guardian policy that is currently for sale.



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