

Product Retirement Announcement

PruLife® Founders Plus Index UL (Issue Basis 311)

August 2026



Effective Friday, August 21, 2026, PruLife® Founders Plus Index UL (Founders Plus) will no longer be available for sale in most states, please refer to [state approval list](#).

The following rules apply to any request for New Business or Term Conversion.

IMPORTANT DATES* (subject to state approval)

- **August 21, 2026 (Retirement Date):** Founders Plus will be retired. All applications for Founders Plus must be signed and received by our Home Office by 4:00 PM ET on August 21, 2026.
- **October 23, 2026 (Issue Date):** Last day that a pending Founders Plus case can be issued. All issued cases will be subject to placement rules as described in client's policy package.
- **October 23, 2026 (1035 Exchange Date):** Any Founders Plus case involving a 1035 exchange must be initiated/started by this date.

APPLICATIONS WITH PENDING OWNERSHIP ARRANGEMENTS

- Updates to applications as part of establishing a trust or finalizing the ownership arrangement can be made after the application deadlines outlined in the Transition Rules. However, these cases must still meet the application deadlines for the original application and comply with all other deadlines outlined in the Transition Rules.

INFORMAL/INQUIRY APPLICATIONS

- Informal/Inquiry applications will not be eligible for Founders Plus unless replaced by a signed live application that is received by 4:00 PM ET on August 21, 2026.

TERM CONVERSIONS

- Term Conversions are subject to the same dates in the **Important Dates** section above. They must also be conversion eligible at the time of application.

LATE STATES – IMPORTANT DATES

State	Retirement Date	Issue Date	1035 Exchange Date
Maryland	Sept. 18, 2026	Nov. 20, 2026	Nov. 20, 2026
Mississippi	Sept. 18, 2026	Nov. 20, 2026	Nov. 20, 2026
Washington	Sept. 18, 2026	Nov. 20, 2026	Nov. 20, 2026
North Carolina	Oct. 02, 2026	Dec. 04, 2026	Dec. 04, 2026

* Definition of "date":

- Pru Advisors Prepaid eLife - Date on the form of payment and the Authorization, Acknowledgment and Limited Insurance Agreement form.
- Pru Advisors COD eLife - Date the Authorization, Acknowledgment, and Limited Insurance Agreement form and Variable Contract Acknowledgment form (if applicable) were signed by the client.
- Pru Advisors or Third-Party Full Application case - Date the Part 1 of application (ORD 96200) was signed.
- Third Party Prepaid Xpress QuickForm case - Date on the form of payment, the Authorization to Release Information form, and the Limited Insurance Agreement form.
- Third Party COD Xpress QuickForm case - Date the Authorization to Release Information form and Variable Contract Acknowledgment form (if applicable) were signed by the client.

PruLife Founders Plus UL[®] is issued by Pruco Life Insurance located in Newark, NJ.

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NR-28960306

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