

Insurance Times: BISYS launches variable universal product

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BISYS, a provider of business process outsourcing solutions for the financial services sector, announced the launch of EPVUL, a unique, private-labeled variable universal life insurance product. EPVUL is offered by The Manufacturer's Life Insurance Co. of America (ManAmerica) and planned for distribution by ManEquity, Inc. or other broker-dealers appointed by ManEquity, Inc. exclusively through the producers participating in BISYS' Exceptional Producer Program.

EPVUL, which was designed according to BISYS' specifications and in partnership with Manulife and CIBC Oppenheimer, will serve producers' growing need for flexible, tax-advantaged life insurance products that offer a full range of investment options. As one of the most competitive private-labeled insurance products of its kind, EPVUL was designed to materially increase producer sales while expanding BISYS' market position and presence in the high-end insurance marketplace.

The Exceptional Producer Program is a BISYS-sponsored program that rewards independent producers serving the high-end insurance marketplace for their combined production of life, long-term care, and disability insurance placed through BISYS.