

IT'S TRUE. GUARDIAN CAN HELP PAY FOR COLLEGE.

Now Guardian plan participants can get insurance that includes a college tuition benefit. As the cost of college continues to rise faster than inflation and medical costs,¹ Guardian is helping families keep up by providing this exclusive benefit that can be used at over 380 colleges and universities.

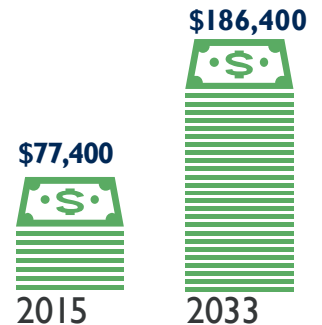
By enrolling in a Guardian plan, participants can earn 2,000 Tuition Rewards[®] annually for each type of Guardian insurance.²

Participants of Guardian Dental receive an additional bonus after four years.

Rewards can be given to children, grandchildren, nieces, nephews and Godchildren. When registered by a participant, they'll receive an additional 500 rewards each.

Rewards increase each year and participants keep them forever.

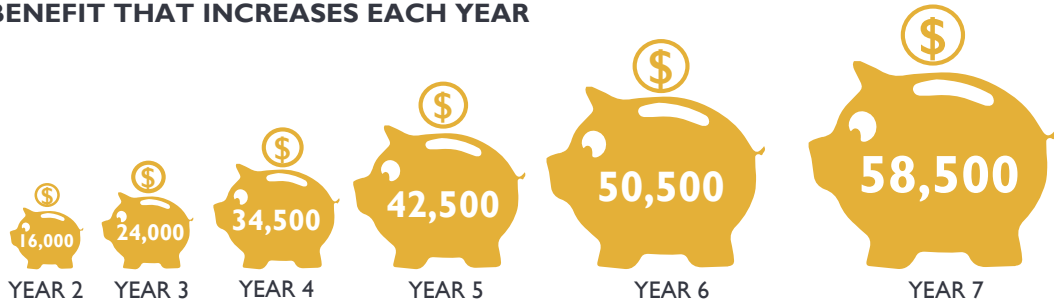
COLLEGE TUITION RISES YEAR AFTER YEAR.



The average cost of a four-year college education is expected to increase over 140% by 2033.³

A COLLEGE TUITION BENEFIT THAT INCREASES EACH YEAR

Example of how a 12-year-old can have his/her tuition reduced by \$58,500 over four years when a plan participant has four Guardian products.



SEE HOW GUARDIAN PLAN PARTICIPANTS CAN EARN EVEN MORE REWARDS WITH MULTIPLE GUARDIAN PRODUCTS. This is just an example – participants can refer to their plan details to see what coverage they have.

GUARDIAN INSURANCE PRODUCT	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL
DENTAL <small>*Year 4 = bonus year with dental</small>	2,000	2,000	2,000	4,500*	2,000	2,000	2,000	16,500
LIFE	2,000	2,000	2,000	2,000	2,000	2,000	2,000	14,000
HOSPITAL INDEMNITY	2,000	2,000	2,000	2,000	2,000	2,000	2,000	14,000
CRITICAL ILLNESS	2,000	2,000	2,000	2,000	2,000	2,000	2,000	14,000
TOTAL	8,000	8,000	8,000	10,500	8,000	8,000	8,000	58,500

IT'S EASY FOR PLAN PARTICIPANTS TO SIGN UP AT WWW.GUARDIAN.COLLEGETUITIONBENEFIT.COM

WWW.GUARDIANANYTIME.COM



The Guardian Life Insurance Company of America
7 Hanover Square
New York, NY 10004-4025
www.guardiananytime.com

1. U.S. Census Bureau. 2. College Tuition Benefit is available for Guardian. Dental, Vision, Stop Loss, Hospital Indemnity, LTD, STD, Life, Critical Illness, Cancer and Accident insurance. 3. Based on 2014-15 average tuition and fees as reported by The College Board[®] and assuming an annual 5% increase. The Tuition Rewards program is provided by College Tuition Benefit. Guardian does not provide any services related to this program. College Tuition Benefit is not a subsidiary or an affiliate of Guardian. The College Tuition Benefit is not an insurance benefit and may not be available in all states. The Guardian Life Insurance Company of America[®](Guardian).