



Adjustable Premium Variable Life Insurance

Fund Returns as of 11/30/2009 ⁽¹⁾

Subaccount Returns as of 11/30/2009 ⁽²⁾

| Fund Name | Fund Inception | Fund Returns as of 11/30/2009 ⁽¹⁾ | | | | | | Subaccount Returns as of 11/30/2009 ⁽²⁾ | | | | | |
|--|----------------|--|--------|--------|---------|----------------------|----------------------|--|--------|--------|---------|----------------------------|---------|
| | | YTD | 1 Year | 5 Year | 10 Year | Since Fund Inception | Subaccount Inception | YTD | 1 Year | 5 Year | 10 Year | Since Subaccount Inception | |
| T. Rowe Price @ Prime Reserve | 0.00% * | 12/31/1996 | 0.39% | 0.55% | 3.08% | 2.88% | 3.39% | 08/20/2002 | -0.57% | -0.50% | 2.01% | - | 1.31% |
| T. Rowe Price @ Limited Term Bond | | 05/13/1994 | 8.83% | 10.35% | 4.36% | 4.99% | 5.15% | 10/04/2002 | 7.79% | 9.20% | 3.29% | - | 2.89% |
| T. Rowe Price @ Personal Strategy Balanced | | 12/30/1994 | 30.27% | 34.47% | 3.72% | 4.89% | 8.46% | 09/26/2002 | 29.03% | 33.07% | 2.64% | - | 6.66% |
| T. Rowe Price @ Equity Income | | 03/31/1994 | 23.26% | 24.28% | 0.82% | 3.67% | 8.59% | 09/24/2002 | 22.08% | 22.98% | -0.23% | - | 5.48% |
| T. Rowe Price @ Mid-Cap Growth † | | 12/31/1996 | 38.44% | 46.54% | 4.42% | 6.20% | 8.75% | 09/24/2002 | 37.13% | 45.01% | 3.33% | - | 10.11% |
| T. Rowe Price @ Blue Chip Growth | | 12/29/2000 | 37.76% | 40.87% | 1.44% | - | -0.55% | 05/05/2008 | 36.45% | 39.40% | - | - | -11.35% |
| Fidelity @ VIP High Income - Initial Class | | 09/19/1985 | 39.56% | 43.59% | 4.49% | 2.18% | 7.14% | 10/04/2002 | 38.23% | 42.09% | 3.40% | - | 7.80% |
| Fidelity @ VIP Index 500 - Initial Class | | 08/27/1992 | 24.19% | 25.57% | 0.68% | -0.69% | 7.68% | 09/24/2002 | 23.01% | 24.26% | -0.36% | - | 5.03% |
| Fidelity @ VIP Contrafund @ - Initial Class | | 01/03/1995 | 30.74% | 32.83% | 3.47% | 3.31% | 10.31% | 09/26/2002 | 29.50% | 31.45% | 2.39% | - | 6.56% |
| Fidelity @ VIP Growth - Initial Class | | 10/09/1986 | 23.41% | 23.10% | -0.72% | -3.16% | 8.35% | 09/26/2002 | 22.24% | 21.81% | -1.75% | - | 2.74% |
| Fidelity @ VIP Overseas - Initial Class | | 01/28/1987 | 24.44% | 32.87% | 3.65% | 0.65% | 5.82% | 09/24/2002 | 23.25% | 31.48% | 2.57% | - | 9.00% |
| Fidelity @ VIP Mid Cap - Initial Class | | 12/28/1998 | 37.80% | 44.02% | 5.72% | 11.69% | 13.51% | 05/03/2004 | 36.49% | 42.51% | 4.62% | - | 7.41% |
| Fidelity @ VIP Equity Income Portfolio | | 10/09/1986 | 28.11% | 30.38% | -0.41% | 1.78% | 8.43% | 05/05/2008 | 26.89% | 29.02% | - | - | -17.23% |
| Fidelity @ VIP Value Strategies Portfolio | | 02/20/2002 | 48.95% | 58.10% | -0.65% | - | 3.53% | 05/05/2008 | 47.53% | 56.44% | - | - | -16.08% |
| Fidelity @ VIP Dynamic Capital App Portfolio | | 09/25/2000 | 26.89% | 33.24% | 2.35% | - | -2.46% | 05/05/2008 | 25.69% | 31.85% | - | - | -14.32% |
| Fidelity @ VIP Investment Grade Bond Portfolio | | 12/05/1988 | 16.97% | 21.06% | 4.91% | 6.25% | 6.93% | 05/05/2008 | 15.85% | 19.79% | - | - | 6.55% |
| Fidelity @ VIP Disciplined Small Cap Portfolio | | 12/27/2005 | 13.66% | 19.70% | - | - | -3.99% | 05/05/2008 | 12.58% | 18.45% | - | - | -13.93% |
| Franklin Templeton @ VIP Franklin Income Securities Fund | | 01/24/1989 | 30.99% | 39.29% | 3.60% | 7.75% | 8.94% | 05/05/2008 | 29.74% | 37.83% | - | - | -6.62% |
| Franklin Templeton @ VIP Franklin Small Cap Value Fund | | 05/01/1998 | 23.67% | 30.86% | 1.11% | 8.68% | 4.99% | 05/05/2008 | 22.49% | 29.49% | - | - | -12.94% |
| Franklin Templeton @ VIP Franklin Small Mid Cap Growth Fund | | 11/01/1995 | 35.57% | 36.02% | 0.52% | -0.19% | 6.43% | 05/05/2008 | 34.28% | 34.60% | - | - | -12.25% |
| Franklin Templeton @ VIP Mutual Shares Securities Fund | | 11/08/1996 | 21.98% | 24.49% | 1.53% | 5.08% | 6.28% | 05/05/2008 | 20.82% | 23.19% | - | - | -13.50% |
| Franklin Templeton @ VIP Templeton Global Income Securities Fund | | 01/24/1989 | 17.91% | 24.48% | 9.36% | 10.97% | 8.47% | 05/05/2008 | 16.79% | 23.18% | - | - | 10.74% |
| Franklin Templeton @ VIP Franklin Rising Dividends Securities Fund | | 01/27/1992 | 16.14% | 19.39% | 0.77% | 6.57% | 8.09% | 05/05/2008 | 15.04% | 18.14% | - | - | -10.65% |

* 7-day current yield. This yield more closely reflects the current earnings of the portfolio than the fund return quotation.

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Year-to-Date returns (YTD) are not annualized

The performance information represents past performance and is no guarantee of future results. Current performance may be lower or higher than the performance shown. Investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the premiums or considerations paid into the policy. The rates of return reflect the reinvestment of dividend and capital gains, and the deduction of management fees and expenses. Management fees include the ordinary, recurring operating expenses for the portfolio. The returns do not reflect product-related insurance charges such as mortality and expense charges, premium expense charges, cost of insurance, surrender charges, and policy expense charges. Had all the fees and charges associated with the policy been deducted, the returns would be significantly less. Please refer to your prospectus for a detailed listing of all charges. We encourage you to obtain a personalized illustration that will reflect all applicable fees and charges, including the cost of insurance, from a registered representative of Southern Farm Bureau Fund Distributor, Inc. Visit the Variable Products section of our web-site at <http://www.sfbli.com/variable.aspx> for performance current to the most recent month-end.

(1) The performance information represents past performance and is no guarantee of future results. Current performance may be lower or higher than the performance shown. Investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the premiums or considerations paid into the policy. The rates of return reflect the reinvestment of dividend and capital gains, and the deduction of management fees and expenses. Management fees include the ordinary, recurring operating expenses for the portfolio. The returns do not reflect product-related insurance charges such as mortality and expense charges, premium expense charges, cost of insurance, surrender charges, and policy expense charges. Had all the fees and charges associated with the policy been deducted, the returns would be significantly less. Please refer to your prospectus for a detailed listing of all charges. We encourage you to obtain a personalized illustration that will reflect all applicable fees and charges, including the cost of insurance, from a registered representative of Southern Farm Bureau Fund Distributor, Inc. Visit the Variable Products section of our web-site at <http://www.sfbli.com/variable.aspx> for performance current to the most recent month-end.

(2) The tables above illustrate the effect on a hypothetical Adjustable Premium Variable Life Insurance Policy's Fund Values of the net Subaccount performance experience for the periods shown. The returns do not reflect product-related insurance charges such as premium expense charges, cost of insurance, surrender charges, and policy expense charges. Had all the fees and charges associated with the policy been deducted, the returns would be significantly less. Please refer to your prospectus for a detailed listing of all charges. We encourage you to obtain a personalized illustration that will reflect all applicable fees and charges, including the cost of insurance, from a registered representative of Southern Farm Bureau Fund Distributor, Inc. Visit the Variable Products section of our web-site at <http://www.sfbli.com/variable.aspx> for performance current to the most recent month-end.

The inception date of the Adjustable Premium Variable Life Insurance Policy is October 16, 2000. The Subaccount Inception Date referenced above reflects the first date on which funds were placed in the subaccount in the Adjustable Premium Variable Life Insurance Policy. All funds were in existence prior to October 16, 2000.

An investment in the Fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the Fund seeks to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in the Fund.

The performance information represents past performance and is no guarantee of future results. This performance update does not describe all of the product features, fees, or charges. Investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the premiums

† The Board of Directors for the T. Rowe Price Equity Series, Inc., has decided to close the T. Rowe Price Mid-Cap Growth Portfolio to new investors as of 4:00 pm Eastern Time on April 30, 2004. In turn, the T. Rowe Price Mid-Cap Growth Subaccount, which invests in the T. Rowe Price Mid-Cap Growth Portfolio, will not be available for investment (allocation of premium payments or transfers of Accumulated Value) to any Owner whose Policy was issued on or after May 1, 2004. An Existing Owner may continue to allocate premium payments and transfer Accumulated Value from the other Subaccounts and the Declared Interest Option to the T. Rowe Price Mid-Cap Growth Subaccount. An Existing Owner may also continue to transfer Accumulated Value from the T. Rowe Price Mid-Cap Growth Subaccount to the other Subaccounts and the Declared Interest Option.

The investment objectives and policies of the available investment options may be similar to the objectives and policies of other portfolios that are managed by the same investment advisor, investment sub-advisor, or manager. Each option's investment results may be higher or lower than the results of such other portfolios. There can be no guarantee or assurance that the investment results will be comparable to that of any other portfolio, even if it has the same investment advisor, investment sub-advisor, or manager. The value of the underlying investment options will fluctuate, and a Adjustable Premium Variable Life Insurance policy, when redeemed, may be worth more or less than the original investment.

This material must be preceded or accompanied by a prospectus.

Visit the Variable Products section of our web-site at <http://www.sfbli.com/variable.aspx> for performance current to the most recent month-end.
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