

Edgar Filing: PROTECTIVE LIFE CORP - Form FWP

PROTECTIVE LIFE CORP  
Form FWP  
October 07, 2009

Filed Pursuant to Rule 433

Dated October 7, 2009  
Registration Statement No. 333-151976

\$100 MILLION 8.00% SENIOR NOTES DUE 2024

**Issuer:** Protective Life Corporation ( Protective )  
**Ratings\*:** Baa2 (neg) (Moody s) / A- (stable) (S&P) / BBB (neg) (Fitch)  
**Security Type:** Senior Unsecured Fixed Rate Notes  
**Offering Format:** SEC Registered  
**Par Amount:** \$20  
**Size:** \$100,000,000  
**Trade Date:** October 7, 2009  
**Settlement Date:** October 9, 2009 (T+2)  
**Maturity Date:** October 15, 2024  
**Coupon:** 8.00%  
**Optional Redemption:** Protective may redeem the notes, in whole or in part, on or after October 15, 2014, at its option, at any time and from time to time, prior to maturity at a price equal to 100% of their principal amount, plus accrued and unpaid interest to the date of redemption  
**Interest Payment Dates:** January 15, April 15, July 15 and October 15, beginning January 15, 2010  
**Expected Listing:** New York Stock Exchange  
**Proposed Symbol:** PLP  
**Price to Public:** 100.00%  
**Purchase Price:** 97.25%  
**Net Proceeds Before Expenses:** \$97,250,000  
**CUSIP / ISIN:** 743674 509 / US7436745092  
**Joint Book-Running Managers:** Banc of America Securities LLC  
Wells Fargo Securities, LLC  
**Co-Manager:** Barclays Capital Inc.  
**Underwriters:** Charles Schwab & Co., Inc.  
Fidelity Capital Markets, a division of National  
Financial Services LLC  
J.J.B. Hilliard, W.L. Lyons, Inc.  
Morgan Keegan & Company, Inc.  
Oppenheimer & Co. Inc.



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ProEquities, Inc.

Raymond James & Associates, Inc.

Sterne, Agee & Leach, Inc.

Stifel, Nicolaus & Company, Incorporated

Wedbush Morgan Securities Inc.

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**\*Ratings may be changed, suspended or withdrawn at any time and are not a recommendation to buy, hold or sell any security.**

**The issuer has filed a registration statement (including a prospectus and a preliminary prospectus supplement) with the Securities and Exchange Commission for the offering to which this communication relates. Before you invest, you should read the prospectus and the preliminary prospectus supplement in that registration statement and other documents the issuer has filed with the Securities and Exchange Commission for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the Securities and Exchange Commission's website at [www.sec.gov](http://www.sec.gov). Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus and preliminary prospectus supplement if you request it by calling Banc of America Securities LLC, toll-free at (800) 294-1322, or Wells Fargo Securities, LLC, toll-free at (800) 326-5897.**

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