

SERFF Tracking Number: WSST-125851974 State: Arkansas
Filing Company: Western-Southern Life Assurance Company State Tracking Number: 40592
Company Tracking Number: 0701-3030 WSA - INFO
TOI: L071 Individual Life - Whole Sub-TOI: L071.111 Single Premium - Single Life
Product Name: Legacy Master/0701-3030 WSA/WSLAC/RP
Project Name/Number: Legacy Master/0701-3030 WSA/WSLAC/RP/0701-3030 WSA INFO

Filing at a Glance

Company: Western-Southern Life Assurance Company

Product Name: Legacy Master/0701-3030 SERFF Tr Num: WSST-125851974 State: ArkansasLH

WSA/WSLAC/RP

TOI: L071 Individual Life - Whole

SERFF Status: Closed

State Tr Num: 40592

Sub-TOI: L071.111 Single Premium - Single Life Co Tr Num: 0701-3030 WSA -
INFO

State Status: Filed-Closed

Filing Type: Form

Co Status:

Reviewer(s): Linda Bird

Authors: Elaine Greer, Nikki Lape,
Ramona Piercefield

Disposition Date: 10/23/2008

Date Submitted: 10/17/2008

Disposition Status: Accepted For
Informational Purposes

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Legacy Master/0701-3030 WSA/WSLAC/RP

Project Number: 0701-3030 WSA INFO

Requested Filing Mode: Informational

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This filing has
been submitted concurrently with our state of
domicile, Ohio, and is pending.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/23/2008

State Status Changed: 10/23/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

RE: INFORMATIONAL FILING

Western-Southern Life Assurance Company – NAIC Code # 92622

0701-3030 WSA AR, Single Premium Whole Life Policy

<i>SERFF Tracking Number:</i>	<i>WSST-125851974</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Western-Southern Life Assurance Company</i>	<i>State Tracking Number:</i>	<i>40592</i>
<i>Company Tracking Number:</i>	<i>0701-3030 WSA - INFO</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.111 Single Premium - Single Life</i>
<i>Product Name:</i>	<i>Legacy Master/0701-3030 WSA/WSLAC/RP</i>		
<i>Project Name/Number:</i>	<i>Legacy Master/0701-3030 WSA/WSLAC/RP/0701-3030 WSA INFO</i>		

This filing is being submitted for information only to advise you of changes being made in the marketing strategy of Form 0701-3030 WSA AR, which was approved for use in your state on September 20, 2006, under DOI File #33718.

We are making the following changes in our marketing of this product:

1. The issue ages are changing from 45-85 to 0-85;
2. The minimum single premium amount is being lowered from \$10,000 to \$3,000;
3. The premium classes are being expanded to include a substandard class;
4. The maximum COI's and Net Single Premium Factors are being expanded to support the new issue ages and substandard class; and
5. The range of Premium Expense Charges shown in the Statement of Variability is being expanded from 0-10% to 0-45% to support the new substandard class.

No changes to the contract language are required to support the change in our marketing strategy. The only effect on the contract is to variable information displayed on the schedule page as reflected in the Statement of Variability. A revised actuarial memorandum, which supports these changes, is enclosed, along with a revised statement of variability.

We look forward to receiving your acknowledgment of this informational filing.

Company and Contact

Filing Contact Information

Ramona Piercefield, Product & State Filing Analyst	Ramona.Piercefield@wslife.com
400 Broadway	(800) 446-0795 [Phone]
Cincinnati, OH 45202	(513) 357-4123[FAX]

Filing Company Information

Western-Southern Life Assurance Company	CoCode: 92622	State of Domicile: Ohio
400 Broadway	Group Code: 836	Company Type: Life
Cincinnati, OH 45202	Group Name: West-Southern	State ID Number:

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Group

(800) 446-0795 ext. [Phone]

FEIN Number: 31-1000236

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: \$50.00 per Form Filing X 1 Form Filing = \$50.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Western-Southern Life Assurance Company	\$50.00	10/17/2008	23256776

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		10/23/2008	10/23/2008

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Disposition

Disposition Date: 10/23/2008

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: WSST-125851974 State: Arkansas
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Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability		Yes

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Supporting Document Schedules

Review Status:

Satisfied -Name: Statement of Variability

10/10/2008

Comments:

Attachment:

STATEMENT OF VARIABILITY.pdf

Western-Southern Life Assurance Company

Statement of Variability

Form 0701-3030 WSA - Single Premium Whole Life Policy

This document defines the range of variation of bracketed items found in the contract's cover & back page and in its Specification Pages (SP-1 through SP-5). There are two types of variations: (1) those items that are Owner / Insured specific; and (2) those items that vary by Class of Owner.

Owner / Insured Specific Variables

The filed specimen policy form includes hypothetical information within the brackets shown on the Specifications page. In an issued contract, these fields will reflect information specific to the Owner / Insured.

Information Shown on Specifications Page SP-1:

Owner:	Owner's name
Insured:	Insured's name
Insured's Age:	Insured's age
Sex:	Insured's sex
Face Amount:	The owner may choose a specific Face Amount, or more likely the Single Premium paid by the Owner will determine the Face Amount.
Single Premium:	Single Premium paid or payable by the Owner
Premium Class:	Insured's classification (Standard Tobacco, Standard Non-Tobacco, Standard Composite, Rated Tobacco, Rated Non-Tobacco, or Rated Composite)

Variables by Class of Owner

A Class is a group of owners with substantial commonality, such as policy date or marketing outlet (e.g. career agency, internet or bank) or target market (e.g. fully underwritten vs. simplified issue). Class is determined on a nondiscriminatory basis and will not change over the life of any given contract.

Information Shown on Cover and Back Page:

Company Logo	The flexibility to change our logo does not include the Company name. We understand if our Company name changes for any reason we must notify the Department accordingly.
Officer's Signatures	Will change if the relevant individuals or titles should change in the future.
Administrative Address	Will change if our administrative address changes.
Website Address	Will change if our website address changes.
Customer Service Phone Number	Will change if our customer service phone number changes.

Variables by Class of Owner (cont'd)

Information Shown on Specifications Page SP-1 thru SP-4:

Policy Date:	Based on the date underwriting is completed, except may be an earlier date under limited backdating rules.
Policy Number:	Assigned sequentially. Also, blocks of policy numbers may be reserved to designate certain features, such as whether a paper or electronic application was used.
District:	Code indicating the distributor's office to which the policy will initially be mailed. (Needed because currently most policies are delivered in person by the agent.)
Premium Expense Charge:	For the specimen policy, this charge ranges from 0.25% - 39.00% depending on Age, Sex, Premium Class and premium band. Maximum range of variation is 0.00% - 45.00%.
Minimum Guaranteed Interest Rate:	Maximum range of variation is 1.00% - 6.00%.
Loan Interest Rate:	Maximum range of variation is 3.00% - 8.00%.
Basis of Values Mortality Table:	Any table permitted by the Standard Nonforfeiture Law (SNFL) in the computation of minimum cash values for contracts issued on the Policy Date.
Basis of Values Interest Rate:	Will never exceed 125% of the Standard Valuation Law (SVL) maximum valuation interest rate for policies issued on the Policy Date. The Company may also exercise the option provided in the SNFL to use the nonforfeiture interest rate for policies issued in the preceding calendar year.
Surrender Charge:	A percentage applied to the Single Premium, which is adjusted appropriately for any previous partial surrenders. The surrender charge percentage in the specimen policy equals 4% declining to 0% over 10 years, independent of Age, Sex or Premium Class. The maximum range of variation is 10% declining to 0% over 5-15 years.
Maximum Cost of Insurance Rates	The rates in the specimen policy are equal to 100% of the male nonsmoker 2001 CSO ALB ultimate table (monthly basis). The actual rates will match the sex (except for unisex) and tobacco class of the insured. The maximum range of variation is 100% to 300% of the Basis of Values Mortality Table (monthly basis). The actual percentage will depend on several factors such as the extent to which simplified underwriting is used, and the maximum table rating permitted in the standard class.
Table of Values	Reflects actual guaranteed minimum values based upon the premium paid, and the applicable interest rates, Age, Sex, Premium Class and premium band.
Net Single Premium Factors	Factors used by the Federal Cash Value Accumulation Test defined in IRC Section 7702 (b) (1) & (2). The factors depend on Sex and Premium Class, plus (i) interest at the greater of 4% or the Minimum Guaranteed Interest Rate, (ii) reasonable mortality charges not to exceed 100% to 300% of the prevailing commissioner's standard tables, and (iii) a maturity age between age 95 and 100. For the specimen policy, these items are set to 4%, the 2001 CSO ALB and maturity age 100, respectively. Note the federal government has not issued any guidance permitting maturity ages beyond 100 although they are well aware that the 2001 CSO extends to age 121. As a result, the Society of Actuaries - Taxation Section - Maturity Age Task Force recommends that 2001 CSO contracts be assumed to mature at age 100 for definition of life insurance purposes. The Net Single Premium Factors will change whenever necessary to remain compliant with federal regulations and any

interpretative opinions.

Variables by Class of Owner (cont'd)

Information Shown on Specifications Page SP-5:

Minimum Amount That May Be Applied to Income Option:	Maximum range of variation is \$1,000 - \$10,000.
Minimum Payment Amount:	Maximum range of variation is \$50 - \$500.
Minimum Income Option Interest Rate:	Maximum range of variation is 1% - 5%.
Income Option Mortality Table:	Acceptable Mortality Tables are based on appropriate industry tables published by the Society of Actuaries or the National Association of Insurance Commissioners, adjusted by such means as projection scales, age setbacks or other methods.
Income Options:	We may offer Income Options different from, or in addition to, the <i>Payments for Life – 10 Year Guarantee Period</i> shown in the specimen policy. Also, the actual Monthly Payments for each \$1,000 Applied appearing in the Minimum Income Table(s) will vary depending upon the type of option as well as the Minimum Income Option Interest Rate and the Income Option Mortality Table. Potential alternative options include Payments for Life – with other than 10 year Guarantee Periods, Life Annuity – No Guaranteed Period, Joint and Survivor Life Income (with or without a guarantee period); Payments for a Fixed Period, Funds Left on Deposit, or any other future option developed by the Company.
Adjustment to Age:	<p><u>Example:</u> We may change the example to any reasonable set of circumstances that will assist the policyowner in understanding how the adjustment is computed.</p> <p><u>Year Life Income Payment Plan Begins:</u> The date range in the specimen policy consists of 6-year groups encompassing calendar years 2012 thru 2048 and later. The group sizes could be expanded or contracted and the specific years could begin as early as 2007 and end as late as 2099.</p> <p><u>Age Setback:</u> Maximum range of variation is 0 – 15 years.</p>