

SERFF Tracking Number: GEFA-125851133 State: Arkansas
 Filing Company: Continental Life Insurance Company of Brentwood, Tennessee State Tracking Number: 40582
 Company Tracking Number: GEN0008
 TOI: MS05I Individual Medicare Supplement - Sub-TOI: MS05I.001 Plan A
 Standard Plans
 Product Name: Medicare Supplement
 Project Name/Number: Lead Generation/GEN0008

Filing at a Glance

Company: Continental Life Insurance Company of Brentwood, Tennessee

Product Name: Medicare Supplement SERFF Tr Num: GEFA-125851133 State: ArkansasLH
 TOI: MS05I Individual Medicare Supplement - SERFF Status: Closed State Tr Num: 40582
 Standard Plans

Sub-TOI: MS05I.001 Plan A

Co Tr Num: GEN0008

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Cindy Petty, Mary Ann Pyle

Disposition Date: 11/14/2008

Date Submitted: 10/15/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Lead Generation

Status of Filing in Domicile: Pending

Project Number: GEN0008

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 11/14/2008

State Status Changed: 11/14/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Attached are proof copies of Medicare supplement lead generating advertising material. This advertising material is new and does not replace any materials currently in use. The advertising material will be used by individual agents of Continental Life Insurance Company of Brentwood, Tennessee. This advertising will be sent to individuals eligible for Medicare.

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To the best of my knowledge and belief, this advertising material is in compliance with the statutes and regulations of your state, and does not contain anything that has previously been objected to or disapproved by your Department.

Company and Contact

Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
 101 Continental Way (615) 370-9044 [Phone]
 Brentwood, TN 37207 (615) 373-0272[FAX]

Filing Company Information

Continental Life Insurance Company of CoCode: 68500 State of Domicile: Tennessee
 Brentwood, Tennessee
 101 Continental Place Group Code: 4011 Company Type: Life and Health
 Brentwood, TN 37027 Group Name: State ID Number:
 (615) 377-1300 ext. [Phone] FEIN Number: 62-1181209

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental Life Insurance Company of Brentwood, Tennessee	\$25.00	10/15/2008	23199588

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/14/2008	11/14/2008

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Item Type	Item Name	Item Status	Public Access
Form	lead post card	Filed	Yes

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Form Schedule

Lead Form Number:

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GEN0008 10/08	Advertising lead post card	Initial			GEN0008.pdf



Genworth®
Financial



ARE YOU DECIDING BETWEEN
MEDICARE SUPPLEMENT
INSURANCE AND OTHER
HEALTH INSURANCE PLANS?

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ASK THESE QUESTIONS:

- Is the policy or plan *guaranteed renewable*?
- Does the policy or plan give you the *freedom to choose* the doctors you want to see?
- Does the policy or plan allow you to *go direct* to the physicians who you trust?
- Will your benefits stay the same year-after-year with *no surprises*?
- Is the policy a *standardized* plan so you don't have to re-evaluate each year?

Medicare Supplement insurance CAN answer YES to all!
And, helps to fill the gaps in the coverage provided by the original Medicare program — such as deductibles and copayments.

For more information and to find out if you qualify, contact:

Medicare Supplement insurance is underwritten by American Continental Insurance Company, Continental Life Insurance Company of Brentwood, Tennessee, Genworth Life and Annuity Insurance Company, and Genworth Life Insurance Company. Genworth Financial is not with or endorsed by the U.S. Government or the Federal Medicare Program. Not all companies available in all states.

