

<i>SERFF Tracking Number:</i>	<i>SEFL-125885385</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Assurity Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>40761</i>
<i>Company Tracking Number:</i>	<i>2001CSO-VER</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>2001CSO-VER</i>		
<i>Project Name/Number:</i>	<i>2001CSO-VER/2001CSO-VER</i>		

Filing at a Glance

Company: Assurity Life Insurance Company

Product Name: 2001CSO-VER

TOI: L071 Individual Life - Whole

Sub-TOI: L071.101 Fixed/Indeterminate

Premium - Single Life

Filing Type: Form

SERFF Tr Num: SEFL-125885385

SERFF Status: Closed

Co Tr Num: 2001CSO-VER

Co Status: sent to state

Author: Andrea Boring

Date Submitted: 11/04/2008

State: ArkansasLH

State Tr Num: 40761

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 11/05/2008

Disposition Status: Approved

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: 2001CSO-VER

Project Number: 2001CSO-VER

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 11/05/2008

State Status Changed: 11/05/2008

Corresponding Filing Tracking Number:

Filing Description:

Assurity Life Insurance Company submits forms R I0888 and R I0889 for review and approval.

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 11/03/2008

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

Once approved, form R I0888 and R I0889 will replace forms A-RN 18 and A-RN 16 (R12-06) which were based on the 1980 CSO table and previously approved by your department on June 13, 2000 and January 29, 2007, respectively.

Form R I0888 provides a one-time purchase option.

SERFF Tracking Number: SEFL-125885385 State: Arkansas
 Filing Company: Assurity Life Insurance Company State Tracking Number: 40761
 Company Tracking Number: 2001CSO-VER
 TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
 Product Name: 2001CSO-VER
 Project Name/Number: 2001CSO-VER/2001CSO-VER

Form R I0889 provides options to purchase paid-up additions on the due date of each policy premium.

Forms R I0888 and R I0889 will be available with policy I L0880 (AR), which your office approved on October 20, 2008 under filing number 40487.

Company and Contact

Filing Contact Information

Andrea Boring, Policy Filing Specialist policyfiling@assurity.com
 1526 K St. (800) 276-7619 [Phone]
 Lincoln, NE 68501-2533 (402) 437-3802[FAX]

Filing Company Information

Assurity Life Insurance Company CoCode: 71439 State of Domicile: Nebraska
 1526 K Street Group Code: -99 Company Type: Life/Health
 P.O. Box 82533
 Lincoln, NE 68501-2533 Group Name: State ID Number:
 (800) 276-7619 ext. [Phone] FEIN Number: 38-1843471

Filing Fees

Fee Required? Yes
 Fee Amount: \$40.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Assurity Life Insurance Company	\$40.00	11/04/2008	23688103

SERFF Tracking Number: SEFL-125885385 State: Arkansas
Filing Company: Assurity Life Insurance Company State Tracking Number: 40761
Company Tracking Number: 2001CSO-VER
TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: 2001CSO-VER
Project Name/Number: 2001CSO-VER/2001CSO-VER

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Linda Bird	11/05/2008	11/05/2008

SERFF Tracking Number: SEFL-125885385 *State:* Arkansas
Filing Company: Assurity Life Insurance Company *State Tracking Number:* 40761
Company Tracking Number: 2001CSO-VER
TOI: L071 Individual Life - Whole *Sub-TOI:* L071.101 Fixed/Indeterminate Premium - Single Life

Product Name: 2001CSO-VER
Project Name/Number: 2001CSO-VER/2001CSO-VER

Disposition

Disposition Date: 11/05/2008

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: SEFL-125885385 *State:* Arkansas
Filing Company: Assurity Life Insurance Company *State Tracking Number:* 40761
Company Tracking Number: 2001CSO-VER
TOI: L071 Individual Life - Whole *Sub-TOI:* L071.101 Fixed/Indeterminate Premium - Single Life

Product Name: 2001CSO-VER
Project Name/Number: 2001CSO-VER/2001CSO-VER

Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Paid -Up Additions Purchase Option - Single Premium		Yes
Form	Paid -Up Additions Purchase Option- Periodic Premium		Yes

SERFF Tracking Number: SEFL-125885385 State: Arkansas
 Filing Company: Assurity Life Insurance Company State Tracking Number: 40761
 Company Tracking Number: 2001CSO-VER
 TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
 Product Name: 2001CSO-VER
 Project Name/Number: 2001CSO-VER/2001CSO-VER

Form Schedule

Lead Form Number: R I0888

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	R I0888	Policy/Cont Paid -Up Additions	ract/Fratern Purchase Option - al Single Premium Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: A- 52 RN 18 Previous Filing #:		R_I0888_PU A_Purch_Opt _Single.pdf
	R I0889	Policy/Cont Paid -Up Additions	ract/Fratern Purchase Option- al Periodic Premium Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: A- 52 RN 16 (R12-06) Previous Filing #:		R_I0889_PU A_Purch_Opt _Periodic.pdf



PAID-UP ADDITIONS PURCHASE OPTION – SINGLE PREMIUM

This rider is attached to and part of Your Policy. The terms of Your Policy apply to this rider unless otherwise stated in this rider. This rider is issued in return for Your Application and the Rider Premium. The Rider Premium is paid to the Administrative Office at the same time as Policy Premiums.

SCHEDULE

Issue Date	[October 1, 2008]
Insured	[John Doe]
Rider Premium	[\$1,000.00]
Initial Amount of Paid-Up Additions	[\$4,631.70]

RIDER BENEFIT

You may increase Your Policy's Proceeds by purchasing Paid-Up Additions. Paid-Up Additions are amounts of insurance added to Your Policy for which no further Premium is due.

COST OF INSURANCE

The Rider Premium is the amount available to purchase Paid-Up Additions.

An option fee of 7% is deducted from the Rider Premium. The remainder, the Net Rider Premium, determines the amount of Paid-Up Additions purchased.

RIDER VALUES

Paid-Up Additions have a Cash Value that will never be less than the Net Rider Premium. This Cash Value may be borrowed subject to Your Policy's loan section.

This rider may be surrendered for its Surrender Value:

- subject to Your Policy's surrender value section;
- while the Policy and this rider are in force; and
- during the Insured's lifetime.

The Surrender Value is equal to the rider's Cash Value on the date of surrender, reduced by the amount of any loan balance on the rider.

You may use this rider's Surrender Value to pay Policy Premiums once each year without charge. Doing so more frequently may be subject to a maximum charge of \$25 per payment. Using this rider's Surrender Value to pay Policy Premiums reduces this rider's Cash Value. Paid-Up Additions will also be reduced to the amount that can be purchased with the Cash Value remaining after paying Premiums.

Any dividends payable under this rider will be paid in the same manner as any dividends payable under the Policy.

MISSTATEMENT OF AGE OR GENDER

If the Insured's age or gender is misstated in the Application, We will adjust the Paid-Up Additions to the amount the Net Rider Premium paid would have purchased for the correct age and/or gender. The adjustment will be based on Our published rates in effect when the Paid-Up Additions were purchased.

ENTIRE CONTRACT

In this rider, "Policy" means the policy to which this rider is attached. This rider is issued in consideration and payment of Premiums as provided.

TERMINATION

This rider will terminate on the earlier of:

- the date this rider is surrendered; or
- the date the Policy terminates for any reason.

Paid-Up Additions purchased under this rider, less any values previously withdrawn, remain in force until the earlier of:

- the date this rider is surrendered; or
- the date the Policy terminates for any reason.

Assurity Life Insurance Company has signed this rider on the Issue Date.

[President's signature]

President

[Secretary's signature]

Secretary

**Assurity Life Insurance Company
Administrative Office
P.O. Box 82533, Lincoln, Nebraska 68501-2533
Toll-free (800) 869-0355**



PAID-UP ADDITIONS PURCHASE OPTION – PERIODIC PREMIUM

This rider is attached to and part of Your Policy. The terms of Your Policy apply to this rider unless otherwise stated in this rider. This rider is issued in return for Your Application and the first Rider Premium. Rider Premiums are paid to the Administrative Office at the same time as Policy Premiums.

SCHEDULE

Issue Date	[October 1, 2008]
Insured	[John Doe]
Rider Premiums	[\$215.90/Year]
Initial Amount of Paid-Up Additions	[\$1,000.00]

RIDER BENEFIT

You may increase Your Policy's Proceeds by purchasing Paid-Up Additions. Paid-Up Additions are amounts of insurance added to Your Policy for which no further Premium is due. Paid-Up Additions must be purchased on or before a Purchase Option Date. The Due Date of each Policy Premium due while Your Policy and this rider are in force is a Purchase Option Date. You are not required to purchase Paid-Up Additions on every Purchase Option Date. However, if You do not purchase Paid-Up Additions on or before a Premium's Due Date, future Purchase Option Dates are forfeited. Any previously purchased Paid-Up Additions will remain in force.

COST OF INSURANCE

The Rider Premium is the amount available to purchase Paid-Up Additions on one Purchase Option Date. The Rider Premium is not subject to:

- the Policy's automatic premium loans; nor
- any payor benefit rider attached to the Policy.

An option fee of 7% is deducted from each Rider Premium. The remainder, the Net Rider Premium, determines the amount of Paid-Up Additions purchased.

RIDER VALUES

Paid-Up Additions have a Cash Value that will never be less than the Net Rider Premium paid. This Cash Value may be borrowed subject to Your Policy's loan section.

This rider may be surrendered for its Surrender Value:

- subject to Your Policy's surrender value section;
- while the Policy and this rider are in force; and
- during the Insured's lifetime.

The Surrender Value is equal to the rider's Cash Value on the date of surrender reduced by the amount of any:

- rider Premiums due and unpaid; and
- loan balance on the rider.

You may use this rider's Surrender Value to pay Policy Premiums once each year without charge. Doing so more frequently may be subject to a maximum charge of \$25 per payment. Using this rider's Surrender Value to pay Policy Premiums reduces this rider's Cash Value. Paid-Up Additions will also be reduced to the amount that can be purchased with the Cash Value remaining after paying Premiums.

Any dividends payable under this rider will be paid in the same manner as any dividends payable under the Policy.

MISSTATEMENT OF AGE OR GENDER

If the Insured's age or gender is misstated in the Application, We will adjust the Paid-Up Additions to the amount the Net Rider Premium paid would have purchased for the correct age and/or gender. The adjustment will be based on Our published rates in effect when the Paid-Up Additions were purchased.

ENTIRE CONTRACT

In this rider, "Policy" means the policy to which this rider is attached. This rider is issued in consideration and payment of Premiums as provided.

TERMINATION

This rider will terminate on the earliest of the following dates:

- the date the rider is surrendered;
- the date Your Policy's status is changed to paid-up;
- the date the Policy terminates for any reason;
- when any Premium due for this rider is not paid before the end of the Grace Period; or
- the date We receive Your written notice to cancel this rider unless a later date is specified.

Paid-Up Additions purchased under this rider, less any values previously withdrawn, remain in force until the earlier of:

- the date this rider is surrendered; or
- the date the Policy terminates for any reason.

Assurity Life Insurance Company has signed this rider on the Issue Date.

[President's signature]

President

[Secretary's signature]

Secretary

**Assurity Life Insurance Company
Administrative Office
P.O. Box 82533, Lincoln, Nebraska 68501-2533
Toll-free (800) 869-0355**

<i>SERFF Tracking Number:</i>	<i>SEFL-125885385</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Assurity Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>40761</i>
<i>Company Tracking Number:</i>	<i>2001CSO-VER</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>2001CSO-VER</i>		
<i>Project Name/Number:</i>	<i>2001CSO-VER/2001CSO-VER</i>		

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: SEFL-125885385 State: Arkansas
Filing Company: Assurity Life Insurance Company State Tracking Number: 40761
Company Tracking Number: 2001CSO-VER
TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: 2001CSO-VER
Project Name/Number: 2001CSO-VER/2001CSO-VER

Supporting Document Schedules

Review Status:

Satisfied -Name: Certification/Notice

11/03/2008

Comments:

Attachment:

AR NEW Certification.pdf



Company Name: Assurity Life Insurance Company

Form Title(s) and Numbers:

R I0888

R I0889

I hereby certify that to the best of my knowledge and belief, the above forms and submission complies with the following:

- Regulation 19, as well as the other laws and regulations of the State of Arkansas.
- The company's policy issue procedure includes the notice required by Ark. Code Ann. 23-79-138 as addressed in Bulletins 6-87 and 11-88.
- The company's policy issue procedure includes the Life and Health Guaranty Association Notice as set form in Regulation 49.

A handwritten signature in black ink that reads "Carol S. Watson". The signature is written in a cursive style and is positioned above a horizontal line.

Carol S. Watson
Vice President, Corporate Secretary

November 4, 2008