

SERFF Tracking Number: UTAC-125914919 State: Arkansas
Filing Company: Great American Life Insurance Company State Tracking Number: 40920
Company Tracking Number: GALIC GASB-11-0008
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Institutional Advertisement
Project Name/Number: Institutional Advertisement/GASB-11-0008

Filing at a Glance

Company: Great American Life Insurance Company

Product Name: Institutional Advertisement SERFF Tr Num: UTAC-125914919 State: ArkansasLH
TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 40920
Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: GALIC GASB-11-0008 State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler
Author: Jackie Cunningham Disposition Date: 11/25/2008
Date Submitted: 11/21/2008 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Institutional Advertisement Status of Filing in Domicile: Pending
Project Number: GASB-11-0008 Date Approved in Domicile:
Requested Filing Mode: 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: 11/25/2008
State Status Changed: 11/25/2008 Deemer Date:
Corresponding Filing Tracking Number:
Filing Description:

Enclosed for your review is a copy of the above form. This institutional advertisement is new and does not replace any previously approved forms. Company agents will use the form to promote the public's interest in the Company and its insurance products.

To the best of my knowledge and belief, this submission complies with all statutes, rules and regulations concerning insurance in your state.

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Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
 11200 Lakeline Blvd Ste 100 (512) 807-4794 [Phone]
 Austin, TX 78717

Filing Company Information

Great American Life Insurance Company CoCode: 63312 State of Domicile: Ohio
 11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Insurance
 Company
 P.O. Box 559002
 Austin, TX 78755-9002 Group Name: State ID Number:
 (800) 880-8824 ext. [Phone] FEIN Number: 13-1935920

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great American Life Insurance Company	\$25.00	11/21/2008	24092302

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/25/2008	11/25/2008

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Disposition

Disposition Date: 11/25/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	Institutional Advertisement	Filed	Yes

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Form Schedule

Lead Form Number: GASB-11-0008

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GASB-11-0008	Advertising	Institutional Advertisement	Initial		0	GASB-11-0008 (10-22-08).pdf

This is a solicitation for insurance, an insurance agent will contact you.

WHO ARE WE?

Serving the unique needs of the 55 and older marketplace with products actively marketed throughout the country by dedicated, professional insurance agents.

OUR FAMILY OF COMPANIES

Great American Senior Benefits (GASB) is a wholly-owned agency of Great American Financial Resources,® Inc. (GAFRI). GASB markets a complete portfolio of specialty life and health insurance products underwritten by Central Reserve Life, Continental General, Great American Life,® Loyal American Life,® Provident American Life & Health and United Teacher Associates Insurance Companies. The GAFRI companies are subsidiaries of American Financial Group, Inc. whose common stock is listed and traded on the New York Stock Exchange (NYSE) and NASDAQ under the symbol AFG.



- Approximately \$4.7 billion in net premium revenue (for the year ended 12.31.2007)¹
- Approximately \$26.2 billion in net assets (as of 6.30.08)²
- More than 90% of Medicare Part A and B outpatient claims received are auto adjudicated and paid within one business day

STRONG COMMITMENT

At GASB we strive to provide the highest level of service to our customers. We have been in the specialty life and health insurance business since 1992³. Our product portfolio features a broad range of plans to help fit the needs of a variety of customers, budgets and lifestyles.

COMPLETE PRODUCT PORTFOLIO⁴

- Medicare Supplement
- Senior Life Insurance
- Long-Term Care & Home Health Care
- Annuities
- Other Supplemental Health Products

Our strong line of products are designed to meet the needs of our customers, we help provide protection to our customers and their families, while helping them maintain control over health care costs.

OUR MISSION

Great American Senior Benefits' dedicated, professional agents are committed to marketing products that meet the needs of the 55 and older marketplace.

¹ 2007 American Financial Group, Inc. Shareholder Report.

² June 30, 2008 Form 10Q filed with the SEC.

³ Continental General Life Insurance Company has been selling Medicare Supplement products since 1992.

⁴ Products not available in all states.

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Rate Information

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