

SERFF Tracking Number: AEGJ-125839860 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 40923
Company Tracking Number: LTC AN 1008 ET AL
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Worksite
Project Name/Number: LTC AN 1008 ET AL/LTC AN 1008 ET AL

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: Worksite SERFF Tr Num: AEGJ-125839860 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 40923
Sub-TOI: LTC03I.001 Qualified Co Tr Num: LTC AN 1008 ET AL State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett
Authors: Joan Shumaker, Pamm Davis Disposition Date: 12/01/2008
Date Submitted: 11/20/2008 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: LTC AN 1008 ET AL Status of Filing in Domicile: Not Filed
Project Number: LTC AN 1008 ET AL Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Advertising filing
not required in domicile state (Iowa).
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 12/01/2008 Deemer Date:
State Status Changed: 12/01/2008
Corresponding Filing Tracking Number: LTC AN 1008 ET AL
Filing Description:
Please see cover letter in "Supporting Documentation" tab.

Company and Contact

Filing Contact Information

Pamm Davis, Advertising Analyst Trainee pamdavis@aegonusa.com

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P.O. Box 93007 (800) 553-7600 [Phone]
Bedford, TX 76053-3007 (817) 285-3394[FAX]

Filing Company Information

Transamerica Life Insurance Company CoCode: 86231 State of Domicile: Iowa
P O Box 93005 Group Code: 468 Company Type:
Hurst, TX 76053-3005 Group Name: State ID Number:
(800) 553-7600 ext. [Phone] FEIN Number: 39-0989781

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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$25 per advertisemetn (\$25 x 4 = \$100)
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$100.00	11/20/2008	24070674

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	12/01/2008	12/01/2008

SERFF Tracking Number: AEGJ-125839860 *State:* Arkansas
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Disposition

Disposition Date: 12/01/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover Letter		Yes
Form	Announcement Invitation to Inquire		Yes
Form	Benefit Announcement Invitation to Inquire		Yes
Form	Don't Forget Invitation to Inquire		Yes
Form	How to Apply Invitation to Inquire		Yes

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Form Schedule

Lead Form Number: LTC CCF 0908

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LTC AN 1008	Advertising	Announcement Invitation to Inquire	Initial			LTC AN 1008 filing 11-20.pdf
	LTC AN BE 1008	Advertising	Benefit Announcement Invitation to Inquire	Initial			LTC AN BE 1008 filing 11-20.pdf
	LTC DF 1008	Advertising	Don't Forget Invitation to Inquire	Initial			LTC DF 1008 filing 11-20.Pdf
	LTC HTA 1008	Advertising	How to Apply Invitation to Inquire	Initial			LTC HTA 1008 filing 11-20.pdf

[TransCare Options]

A Plan Designed for a Changing FutureSM

Life Insurance | Long Term Care Insurance | Long Term Care Insurance | Long Term Care Insurance



ANNOUNCING A GREAT, NEW BENEFIT AVAILABLE TO [ABC EMPLOYEES.]

Benefits That Work For You Now
and Long After You Stop Working.

How will you help protect yourself and your family from
unforeseen Long Term Care expenses?

We want you to know Individual Long Term Care Insurance is available to you!
Employees can take advantage of:

- **[[10%] ABC] discount.**
- **Married discount and Preferred discount for those who qualify.**
- **Discounts and coverage are also available to your spouse, children 18 and older, parents, grandparents, in-laws, uncles, aunts, sisters, and brothers.**

Contact us at
[(866) 478-5209]
for enrollment dates or visit
www.TransamericaLTC.com
to learn more about
Long Term Care and Long Term Care Insurance.



Underwritten by Transamerica Life Insurance Company. Exclusions & limitations apply. Contact the agent for details. Policy series TLC 1-FP 1001, TLC 1-FP 402; in ID, TLC 1-P (ID) 408; in OK, TLC 1-FP (OK) 1001.

[TransCare Options[®]]

A Plan Designed for a Changing FutureSM



- [[10%] Employee Discount]
- [[40%] Spousal Discount for those who qualify]
- Discounts and coverage are also available to your spouse, children 18+, parents, grandparents, in-laws, uncles, aunts, sisters, and brothers.

DON'T MISS THIS OPPORTUNITY TO BUY INDIVIDUAL LONG TERM CARE INSURANCE.

Your Application Period Will:

**Begin on : [March 3, 2008]
and End on: [March 17, 2008]**

Contact us at
[(866) 478-5209]
for details or to learn more about
Long Term Care and
Long Term Care Insurance.



 **TRANSAMERICA**
LIFE INSURANCE COMPANY

Underwritten by Transamerica Life Insurance Company. Exclusions & limitations apply. Contact the company for details. Policy Series: TLC 1-FP 1001, TLC 1-FP 402; in ID, TLC 1-P (ID) 408; in OK, TLC 1-FP (OK) 1001.

[TransCare Options]

A Plan Designed for a Changing FutureSM

Life Insurance | Transamerica Long Term Care Insurance | Transamerica Life Insurance Company | Transamerica



DON'T FORGET... A GREAT, NEW BENEFIT IS NOW AVAILABLE TO [ABC EMPLOYEES.]

- **[[10%] ABC discount.]**
- **Married discount and Preferred discount for those who qualify.**
- **Discounts and coverage are also available to your spouse, children 18 and older, parents, grandparents, in-laws, uncles, aunts, sisters, and brothers.**

Call [(866) 478-5209] for more information.



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- [[10%] Employee Discount]
- [[40%] Spousal Discount for those who qualify]
- Discounts and coverage are also available to your spouse, children 18+, parents, grandparents, in-laws, uncles, aunts, sisters, and brothers.

DON'T MISS THIS OPPORTUNITY TO BUY INDIVIDUAL LONG TERM CARE INSURANCE.

How To Apply for Coverage:

- ***Attend an Information Seminar***
- ***Schedule an appointment with an Enroller***

Employees, Spouses or Relatives who cannot attend an Enrollment Session can call the Transamerica Long Term Care Call Center at

[(866) 478-5209.]



 **TRANSAMERICA**
LIFE INSURANCE COMPANY

Underwritten by Transamerica Life Insurance Company. Exclusions & limitations apply. Contact the company for details. Policy Series: TLC 1-FP 1001, TLC 1-FP 402; in ID, TLC 1-P (ID) 408; in OK, TLC 1-FP (OK) 1001.

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Rate Information

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Supporting Document Schedules

Review Status:

Satisfied -Name: Cover Letter

11/20/2008

Comments:

Attachment:

AR LTC AN ANBE DF HTA 1008 filing ltr.pdf



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
817-285-3530
pamdavis@aegonusa.com

November 20, 2008

Commissioner Julie Benafield Bowman
1200 West Third Street
Little Rock, AR 72201

RE:	Long Term Care Advertising	
NAIC #:	86231	
FEIN #:	39-0989781	
Form # / Description:	LTC AN 1008	Announcement Invitation to Inquire
	LTC AN BE 1008	Benefit Announcement Invitation to Inquire
	LTC DF 1008	Don't Forget Invitation to Inquire
	LTC HTA 1008	How to Apply Invitation to Inquire

Dear Commissioner Bowman:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any advertising previously approved forms.

This form will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

This institutional advertisement is used with employers regarding allowing us to offer long term care insurance to their employees. It has no product information.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or pamdavis@aegonusa.com.

Sincerely,

A handwritten signature in black ink that reads "Pamm Davis". The signature is written in a cursive, flowing style.

Pamm Davis
Advertising Analyst Trainee
Long Term Care Division