

SERFF Tracking Number: GEFA-125912437 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 40900
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Universal Life Insurance with long term care benefits
Project Name/Number: TLC Seminar Invitation/46836

Filing at a Glance

Company: Genworth Life Insurance Company
Product Name: Universal Life Insurance with long term care benefits SERFF Tr Num: GEFA-125912437 State: ArkansasLH
TOI: LTC06 Long Term Care - Other SERFF Status: Closed State Tr Num: 40900
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett
Author: Andy Zimmerman 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: TLC Seminar Invitation Status of Filing in Domicile: Pending
Project Number: 46836 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: 12/01/2008
State Status Changed: 12/01/2008 Deemer Date:
Corresponding Filing Tracking Number:
Filing Description:

This invitation will be mailed by licensed agents of Genworth Life Insurance Company to generate interest in attending an educational workshop (2PP0597 05/14/08 approved by your Department on 7/10/08) on the topic of long term care and to generate interest in obtaining further information on Genworth Life Insurance Company's "Total Living Coverage Universal Life Insurance With Long Term Care Benefits" policy form number ULPLTCIPLGLI AR (11/05) et al and rider form numbers ULRABRIPGLI AR(11/05) et al, ULREBRIPGLI (11/05) et al, ULRROPIPLGLI (11/05) et al, ULRGMBRIPGLI (11/05) et al filed and approved on August 17, 2006 by your Department. The policy combines universal life insurance and long term care benefits in one product.

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This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street (804) 484-3949 [Phone]
 Richmond, VA 23230-1700 (804) 281-6334[FAX]

Filing Company Information

Genworth Life Insurance Company CoCode: 70025 State of Domicile: Delaware
 6610 W Broad Street Group Code: 350 Company Type: LifeHealth &
 Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 91-6027719

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: AR advertising filing fee=\$25 per advertisement
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	11/20/2008	24059365

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Correspondence Summary

Dispositions

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

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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	AR Cover Letter		Yes
Form	TLC Seminar Invitation		Yes

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Form Schedule

Lead Form Number: 46836 09/16/08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	46836 09/16/08	Advertising	TLC Seminar Invitation	Initial			46836_09160 8_BchHouse_ fillable_144dp i_gnw.pdf



Genworth®
Financial



A SMARTER WAY TO SELF INSURE...

Total Living Coverage underwritten by

Genworth Life Insurance Company

Lynchburg, Virginia

46836 09/16/08

Join me to discuss a strategy for your extended care needs, one that may be particularly well suited for your situation. This option involves leveraging a portion of your existing assets by up to six times or more for long term care expenses. You will have a chance to ask questions in a very small group and hear what others with similar interests are considering. I know this will be a great evening and strongly encourage you to join me. I will follow up with a call later this week.

Learn about the smart way to self insure!

Date:

Time:

Location:

Registration information:

Total Living Coverage universal life insurance with long term care benefits is subject to the terms, issue limitations and conditions of Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIPGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state.

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Rate Information

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Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cover Letter

11/20/2008

Comments:

Attachment:

AR Cover Letter 46836.pdf

