

SERFF Tracking Number: UNAM-125921661 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 41016
Company Tracking Number: PLT65LTR1108
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: T65 Letter 1108
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: T65 Letter 1108 SERFF Tr Num: UNAM-125921661 State: ArkansasLH
TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 41016
Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: PLT65LTR1108 State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler
Author: Holly Parenti Disposition Date: 12/11/2008
Date Submitted: 12/04/2008 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Pending
Project Number: Date Approved in Domicile:
Requested Filing Mode: Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 12/11/2008
State Status Changed: 12/11/2008 Deemer Date:
Corresponding Filing Tracking Number:

Filing Description:

Re: Pennsylvania Life Insurance Company NAIC# 67660

Advertising Submission- Medicare Supplement Insurance

Form(s)

PLT65LTR1108 Insurance Pre-Approach Letter

PLBELT65LTR1108 Insurance Pre-Approach Letter

Dear Sir or Madam:

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We submit the above form for your review and approval. This advertising material will be used for our Medicare Supplement/Select, Life Insurance, Senior Dental Insurance forms approved by your state.

We certify that these forms comply with the provisions of 19xx10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Multiply Insurance Products approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
P.O. Box 958465 (407) 628-1776 [Phone]
Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company CoCode: 67660 State of Domicile: Pennsylvania
1001 Heathrow Park Lane Group Code: 953 Company Type:
Suite 5001
Lake Mary, FL 32746 Group Name: State ID Number:
(407) 995-8000 ext. [Phone] FEIN Number: 23-1305366

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$25.00 per ad - x2 ads
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$50.00	12/04/2008	24322556

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	12/11/2008	12/11/2008

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Disposition

Disposition Date: 12/11/2008

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	Pre-Approach Letter	Filed	Yes
Form	Pre-Approach Letter	Filed	Yes

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Form Schedule

Lead Form Number: PLT65LTR1108

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	PLT65LTR1108	Advertising	Pre-Approach Letter	Initial			PLT65LTR1108.pdf
Filed	PLBELT65LTR1108	Advertising	Pre-Approach Letter	Initial			PLBELT65LTR1108.pdf

Let me be the first to wish you a Happy 65th Birthday!

I sincerely hope your upcoming birthday makes for an exciting and truly unforgettable day. On this special birthday you may be experiencing a number of unique changes in your life, such as becoming eligible for Medicare coverage and other insurance products. This can be an exciting as well as confusing time, but you don't have to go through it alone.

At Pennsylvania Life Insurance Company, we specialize in meeting the life insurance needs of seniors just like you. We can help you understand Medicare coverage as well as identify other insurance options you may qualify for. In fact, Pennsylvania Life provides a full array of senior market products that offer the security and freedom you and your family deserve. Our portfolio of products include*:

- Medicare Supplement/Select Insurance
- Life insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

At Pennsylvania Life, we understand that educated customers make the best choices for a secure future. I will soon be contacting you by phone to provide you with more information on these products. If you are so inclined, we can schedule a personal meeting to discuss your options further. Again, I wish you a healthy and happy 65th birthday!

Sincerely,

<Agent Name>

<Agent Phone Number>

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement PMSA or PMSI, Medicare Select PMSA-S or PMSI-S, Life Insurance PL-LDBWL09, PL-GDBWL09, Dental Insurance PLDEN03, Cancer G39 or G68.

*Product availability varies by state.

**Available through strategic market alliance.

PLT65LTR1108

Dear <name>,

Happy Belated 65th Birthday!

I hope your recent birthday was one of the most exciting birthdays you have ever had. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

Pennsylvania Life Insurance Company specializes in the needs of seniors, helping them to understand the changes in Medicare and what options they have to deal with each and every year. Pennsylvania Life's portfolio of insurance products provides a full array of senior market products offering security and freedom to you and your family. Our products include*:

- Medicare Supplement/Select Insurance
- Life insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

I invite you to find out for yourself what your options are by phone or a personal meeting with me to get real answers to what you may qualify for. I will contact you soon to see if we can be of any assistance to you and again I hope you had a **Happy 65th Birthday!**

My Sincere Thanks,

<Agent Name>

<Agent Phone Number>

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PLBELT65LTR1108

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