

SERFF Tracking Number: AEGJ-125411544 State: Arkansas
Filing Company: Transamerica Occidental Life Insurance Company State Tracking Number: 37774
Company Tracking Number: LTC HTA 0108
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Worksite Ads
Project Name/Number: Worksite Ads/LTC HTA 0108

Filing at a Glance

Company: Transamerica Occidental Life Insurance Company

Product Name: Worksite Ads SERFF Tr Num: AEGJ-125411544 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 37774
Sub-TOI: LTC03I.001 Qualified Co Tr Num: LTC HTA 0108 State Status: Filed-Closed
Filing Type: Advertisement Co Status: Reviewer(s): Harris Shearer
Author: Joan Shumaker Disposition Date: 06/04/2008
Date Submitted: 01/02/2008 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Worksite Ads Status of Filing in Domicile: Not Filed
Project Number: LTC HTA 0108 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Advertising not required to be filed in Domicile.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 06/04/2008
State Status Changed: 06/04/2008 Deemer Date:
Corresponding Filing Tracking Number:

Filing Description:

Enclosed are the referenced forms submitted for your review and approval. These forms are not intended to replace any previously approved forms.

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

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It is our intention to use these forms in both paper and electronic form. Bracketed information is intended to be variable.

We trust that these forms will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3363, or jeshumaker@aegonusa.com.

Company and Contact

Filing Contact Information

Joan Shumaker, Advertising Manager jeshumaker@aegonusa.com
 P.O. Box 93007 (817) 285-3363 [Phone]
 Hurst, TX 76053-3007 (817) 285-3394[FAX]

Filing Company Information

Transamerica Occidental Life Insurance CoCode: 67121 State of Domicile: Iowa
 Company
 P O Box 92106 Group Code: 468 Company Type:
 Bedford, TX 76021 Group Name: State ID Number:
 (800) 553-7600 ext. [Phone] FEIN Number: 95-1060502

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: \$25 X 4 Advertisements
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Occidental Life Insurance Company	\$100.00	01/02/2008	17313976

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Harris Shearer	06/04/2008	06/04/2008

Amendments

Item	Schedule	Created By	Created On	Date Submitted
How to Apply Form Announcement		Joan Shumaker	01/17/2008	01/17/2008
Postcard reminder	Form	Joan Shumaker	01/17/2008	01/17/2008
Call Center announcement	Form	Joan Shumaker	01/17/2008	01/17/2008
Enrollment Date announcement	Form	Joan Shumaker	01/17/2008	01/17/2008

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Item Type	Item Name	Item Status	Public Access
Form	How to Apply Announcement		Yes
Form	Postcard Reminder		Yes
Form	Call Center Announcement		Yes
Form	Enrollment Date Announcement		Yes
Form	How to Apply Announcement		Yes
Form	Postcard reminder		Yes
Form	Call Center announcement		Yes
Form	Enrollment Date announcement		Yes

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Amendment Letter

Amendment Date:
 Submitted Date: 01/17/2008

Comments:

The updated files on the Form Schedule Tab are for correcting a typo that appeared on the pieces. There was a footnote marker, but no footnote was required. Please review the updated 0208 versions of these files:

- LTC HTA 0208
- LTC AN PC 0208
- LTC AN CC 0208
- LTC AN BE 0208

Thank you for your attention to these updates.

Joan Shumaker
 800-553-7600, ext 3363

Changed Items:

Form Schedule Item Changes:

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
LTC HTA 0208	Advertising	How to Apply Announcement	Other	Updated files re typos			0	LTC HTA 0208.pdf

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
LTC AN PC 0208	Advertising	Postcard reminder	Other	Updated files re typos			0	LTC PC 0208.pdf

Form Schedule Item Changes:

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Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
LTC AN CC 0208	Advertising	Call Center announcement	Other	Updated files re typos			0	LTC AN CC 0208.pdf

Form Schedule Item Changes:

Form Number	Form Type	Form Name	Action	Form Action Other	Previous Filing #	Replaced Form #	Readability Score	Attachments
LTC AN BE 0208	Advertising	Enrollment Date announcement	Other	Updated files re typos			0	LTC AN BE 0208.pdf

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Form Schedule

Lead Form Number: LTC HTA 0108

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LTC HTA 0108	Advertising	How to Apply Announcement	Initial		0	LTC HTA 0108.pdf
	LTC AN PC 0108	Advertising	Postcard Reminder	Initial		0	LTC PC 0108 Reminder Postcard.pdf
	LTC AN CC 0108	Advertising	Call Center Announcement	Initial		0	LTC AN CC 0108.pdf
	LTC AN BE 0108	Advertising	Enrollment Date Announcement	Initial		0	LTC AN BE 0108.pdf
	LTC HTA 0208	Advertising	How to Apply Announcement	Other	Other Explanation: Updated files re typos	0	LTC HTA 0208.pdf
	LTC AN PC 0208	Advertising	Postcard reminder	Other	Other Explanation: Updated files re typos	0	LTC PC 0208.pdf
	LTC AN CC 0208	Advertising	Call Center announcement	Other	Other Explanation: Updated files re typos	0	LTC AN CC 0208.pdf
	LTC AN BE 0208	Advertising	Enrollment Date announcement	Other	Other Explanation: Updated files re typos	0	LTC AN BE 0208.pdf

[Transitions by TRANSAMERICASM]

Individual Long Term Care Insurance

A Plan Designed for a Changing Future.™



- *20% 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.***

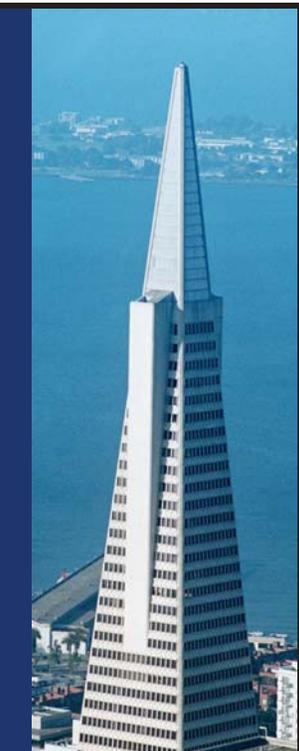
How To Apply for Coverage:

- ***Attend an Enrollment 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 (877) 532-4910.***



Transamerica Occidental Life Insurance Company

Underwritten by Transamerica Occidental Life Insurance Company. Exclusions & limitations apply. Contact the company for details. Policy Series: TOL 1-FP 1001, TOL 1-FP 402; in AR, TOL 1-FP (AR) 206; in FL, TOL 1-FP (FL) 402; in ID, TOL 1-P (ID) 607; in KY, TOL 1-FP (KY) 402; in MD, TOL 1-FP (MD) 402; in NC, TOL 1-FP (NC-FR) 402; in OH, TOL 1-FP (OH) 1102; in OK TOL 1-FP (OK) 1001; in TX, TOL 1-FP (TX) 402.



LTC HTA 0108

[TBT 0108]

**Don't Forget...A Great, New benefit is available
to [ Employees.**

**[Transitions by
TRANSAMERICASM]**

Individual Long Term Care Insurance



A Plan Designed for a Changing Future.TM

- **20% Employee Discount**
- **40% Spousal 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 877-532-4910 for more information.



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LTC PC 0108

[TBT 0108]

[Transitions by TRANSAMERICASM]

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**We've made
it easier...**

for **[AEGON.]** Employees to learn more about Long Term Care and Long Term Care insurance.

Introducing the new Transamerica Long Term Care Call Center. Staffed with helpful agents to answer all of your long-term care questions. Call Today - (877) 532-4910.

[Transitions by TRANSAMERICASM]

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sisters, and brothers.

***Don't Miss This Opportunity
to buy
Individual Long Term Care Insurance.***

Your Enrollment Period Will:

Begin on : [March 3, 2008]

and End on: [March 17, 2008]

Contact us at (877) 532-4910 for details or to learn more about Long Term Care and Long Term Care Insurance.



Transamerica Occidental Life Insurance Company

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[TBT 0108]

LTC AN BE 0108



[Transitions by TRANSAMERICASM]

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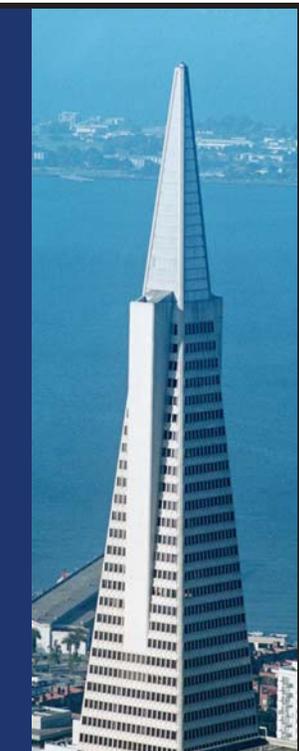
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LTC HTA 0208

[TBT 0208]

***Don't Forget...A Great, New benefit is available
to [ABC] [Employees].***

**[Transitions by
TRANSAMERICASM]**

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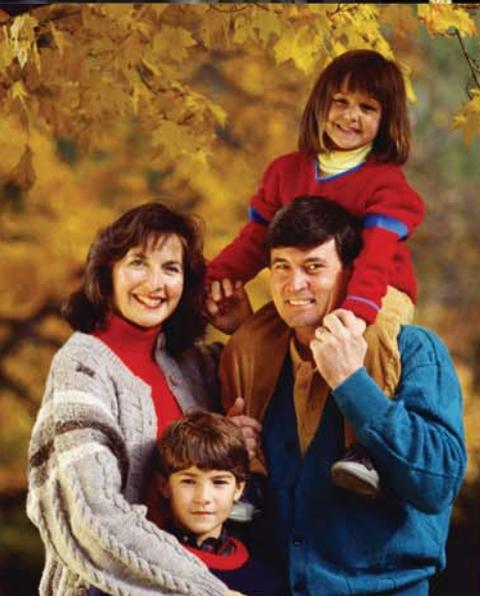
LTC PC 0208

[TBT 0208]

[Transitions by TRANSAMERICASM]

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[TBT 0208]

LTC AN BE 0208



