

SERFF Tracking Number: AMGN-125563327 State: Arkansas
Filing Company: American General Life Insurance Company State Tracking Number: 38460
Company Tracking Number: PC_2007.233.42506
TOI: H18I Individual Health - Sickness Sub-TOI: H18I.000 Health - Sickness
Product Name: AIG Critical Care Plus
Project Name/Number: Live Your Life/PC_2007.233.42506

Filing at a Glance

Company: American General Life Insurance Company

Product Name: AIG Critical Care Plus

TOI: H18I Individual Health - Sickness

Sub-TOI: H18I.000 Health - Sickness

Filing Type: Form

SERFF Tr Num: AMGN-125563327 State: ArkansasLH

SERFF Status: Closed

State Tr Num: 38460

Co Tr Num: PC_2007.233.42506

State Status: Filed-Closed

Co Status:

Reviewer(s): Rosalind Minor

Author: Valerie Villareal

Disposition Date: 03/21/2008

Date Submitted: 03/20/2008

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Live Your Life

Project Number: PC_2007.233.42506

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/21/2008

State Status Changed: 03/21/2008

Corresponding Filing Tracking Number:

Filing Description:

This is an AIG Critical Care Plus flyer used for lead generation by an agent.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

Company and Contact

Filing Contact Information

Valerie Villareal, Industry Filing Manager

2727-A Allen Parkway

Houston, TX 77019

valerie_villareal@aigag.com

(713) 831-6977 [Phone]

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Filing Company Information

American General Life Insurance Company	CoCode: 60488	State of Domicile: Texas
2727-A Allen Parkway	Group Code: 12	Company Type:
Houston, TX 77019	Group Name: AIG	State ID Number:
(713) 831-3508 ext. [Phone]	FEIN Number: 25-0598210	

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: Filing fee for TX is \$0. Filing fee for AR DOI is \$25 per advertisement piece. Paying the higher of the two. We are submitting one ad for review.
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American General Life Insurance Company	\$25.00	03/20/2008	18833012

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	03/21/2008	03/21/2008

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Disposition

Disposition Date: 03/21/2008

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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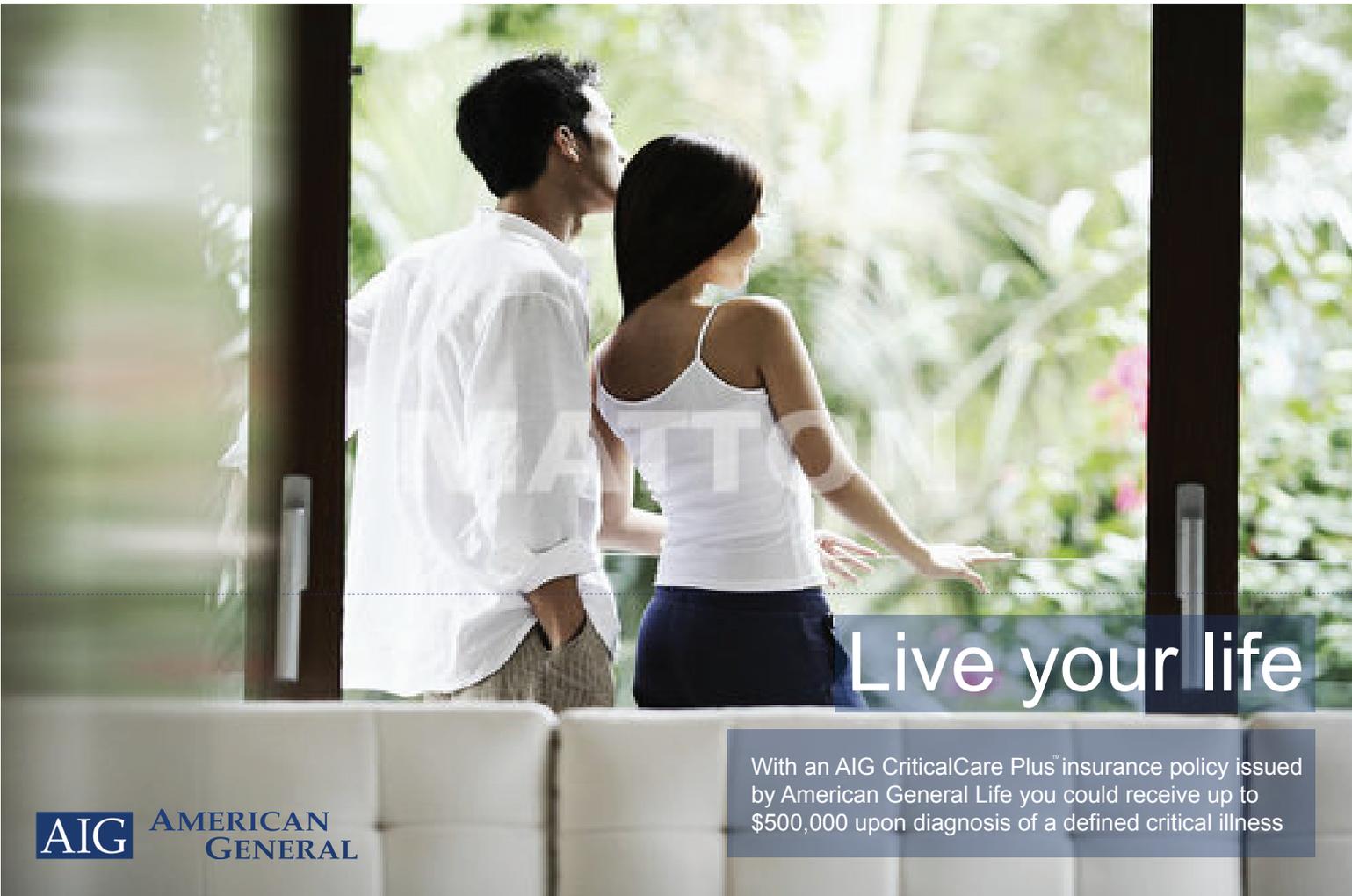
Item Type	Item Name	Item Status	Public Access
Supporting Document	Certification/Notice	Filed-Closed	Yes
Supporting Document	Application	Filed-Closed	Yes
Supporting Document	Health - Actuarial Justification	Filed-Closed	Yes
Supporting Document	Outline of Coverage	Filed-Closed	Yes
Supporting Document	Cover Letter	Filed-Closed	Yes
Form	AIG Critical Care Plus	Filed-Closed	Yes

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Form Schedule

Lead Form Number: 05130

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	05130	Advertising	AIG Critical Care Plus	Initial			Live Your Life_AIG CriticalCarePI us PC_2007.233.42506.pdf



Live your life

With an AIG CriticalCare Plus™ insurance policy issued by American General Life you could receive up to \$500,000 upon diagnosis of a defined critical illness



Concerned about how you will pay your expenses?

The risk of developing a critical illness at any age is real. So are the benefits of AIG Critical Care Plus. It provides the immediate cash you need when you may be struggling or unable to meet certain daily expenses.

Do you want confidence about your financial situation?

At the diagnosis of a critical illness, the insured will receive an immediate tax-free lump sum payment, which may be used for any purpose the insured desires.

Saving your life shouldn't cost your life savings.

For more information on *AIG CriticalCare Plus*, Please complete and return this reply card.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

E-mail: _____

Date of Birth: _____



**For More information contact:
Promark Financial
(866) PROMARK ext.124**



Policies issued by:
American General Life Insurance Company
A member company of American International Group, Inc.

2727 - A Allen Parkway, Houston, Texas 77019

Policy Form Number 05130

The underwriting risks, financial obligations and support functions associated with the products issued by American General Life Insurance Company (American General Life) and its responsibility. American General Life is responsible for its own financial condition and contractual obligations. American General Life does not solicit business in the state of New York. Policies and riders not available in all states.

Live your life

Promark Financial

Corporate Office
3 Imperial Promenade, Suite 920
Santa Ana, CA 92707
800-PROMARK

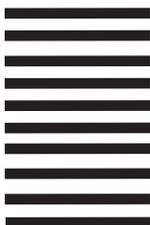
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 28793
PERMIT NO. 11094

Noname Man
12345 Imaginary Lane
Wherever, US 123456

Promark Financial, Inc.
PO Box 28793
Santa Ana, CA 92799-9617

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 11094 SANTA ANA CA



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



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Rate Information

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Supporting Document Schedules

Bypassed -Name:	Certification/Notice	Review Status:	Filed-Closed	03/21/2008
Bypass Reason:	Does not apply			
Comments:				
Bypassed -Name:	Application	Review Status:	Filed-Closed	03/21/2008
Bypass Reason:	Does not apply			
Comments:				
Bypassed -Name:	Health - Actuarial Justification	Review Status:	Filed-Closed	03/21/2008
Bypass Reason:	Does not apply			
Comments:				
Bypassed -Name:	Outline of Coverage	Review Status:	Filed-Closed	03/21/2008
Bypass Reason:	Does not apply			
Comments:				
Satisfied -Name:	Cover Letter	Review Status:	Filed-Closed	03/21/2008
Comments:				
Attachment:				
	AR Cover Letter PC_2007.233.42506.pdf			



March 20, 2008

Hon. Julie Benafield-Bowman
State Insurance Commissioner
Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201

Dear Hon. Benafield-Bowman:

In Re: SERFF TRACKING # **AMGN-125563327**

Copies of the attached advertising piece described below are herewith submitted through the System for Electronic Rate and Form Filing ("SERFF") for your review. Any other submission requirements for your state such as filing fees, submission forms and certification forms also accompanying this filing, as indicated in the listing below. The policy form numbers to which the advertising applies are printed on the piece and have been previously approved by your department.

Advertisement Form Number	Policy Form Number(s)	Description
PC_2007.233.42506	05130	This is an AIG Critical Care Plus flyer used for lead generation by an agent.

<u>Y</u>	Filing Fee
<u>N/A</u>	Transmittal Form
<u>N/A</u>	Certification Form

We believe the submitted advertising pieces and this filing conform to the requirement of our state of domicile, Texas, and the requirements of your state. We trust that the material and information we have provided will enable your Department to complete the review of this submission. Please do not hesitate to contact me at the phone number below if there is anything further we can provide.

Sincerely,


Valerie Villareal
Compliance Analyst
AIG/American General Domestic Life Division
(713) 831-6977
valerie_villareal@aigag.com

American General Life Companies
AIG Life Brokerage

Distributing products issued by: AIG Annuity Insurance Company, American General Life Insurance Company,
The Old Line Life Insurance Company of America
Members of American International Group, Inc.