

SERFF Tracking Number: AULD-125618455 State: Arkansas
Filing Company: State Life Insurance Company State Tracking Number: 38766
Company Tracking Number: LTC02
TOI: A10 Annuities - Other Sub-TOI: A10.000 Annuities - Other
Product Name: Annuity Care PPA Flash Video Script
Project Name/Number: Annuity Care PPA Flash Video Script/LTC02

Filing at a Glance

Company: State Life Insurance Company

Product Name: Annuity Care PPA Flash Video Script SERFF Tr Num: AULD-125618455 State: ArkansasLH

TOI: A10 Annuities - Other	SERFF Status: Closed	State Tr Num: 38766
Sub-TOI: A10.000 Annuities - Other	Co Tr Num: LTC02	State Status: Filed-Closed
Filing Type: Form	Co Status:	Reviewer(s): Linda Bird
	Author: Angela Riggles	Disposition Date: 04/28/2008
	Date Submitted: 04/22/2008	Disposition Status: Filed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name: Annuity Care PPA Flash Video Script

Project Number: LTC02

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 04/28/2008

State Status Changed: 04/28/2008

Corresponding Filing Tracking Number:

Filing Description:

The above referenced advertisement is being submitted for your review and approval. This form is new and does not replace any form currently in use by our company.

Our brokers will use this advertisement with prospective clients for State Life's Annuity Care products, which include policy forms SA34 and R508.

SA34 was approved by your department on May 17, 2006 under State ID#32465. R508 was approved on September

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28, 2006 under State ID#33799.

State Life has reviewed this form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

If you have any questions, please feel free to contact me. Thank you for your assistance with this filing.

Company and Contact

Filing Contact Information

Angie Riggles, Product Analyst angela.riggles@oneamerica.com
 One American Square (317) 285-4371 [Phone]
 Indianapolis, IN 46206-7127 (317) 285-1297[FAX]

Filing Company Information

State Life Insurance Company CoCode: 69116 State of Domicile: Indiana
 One American Square Group Code: 619 Company Type:
 P.O. Box 406
 Indianapolis, IN 46206 Group Name: State ID Number:
 (877) 285-7660 ext. [Phone] FEIN Number: 35-0684263

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: advertising
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Life Insurance Company	\$40.00	04/22/2008	19798836

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Linda Bird	04/28/2008	04/28/2008

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Disposition

Disposition Date: 04/28/2008

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	Certification/Notice		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	filing fee form		Yes
Form	Annuity Care: Pension Protection Act Flash Video Script		Yes

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Form Schedule

Lead Form Number: LTC02

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LTC02	Advertising	Annuity Care: Pension Protection Act Flash Video Script	Initial		0	annuity care PPA flash video script.pdf

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
Under a new federal law, people with non-qualified annuities have an opportunity to use them in a tax-advantaged manner for qualifying long-term care expenses.	Annuity Care® logo (static – left hand bottom corner) Pension Protection Act (PPA), 2006
Beginning January 1, 2010, the Pension Protection Act allows for income tax-free cash value withdrawals from special non-qualified annuities such as Annuity Care.	01.01.2010 – Pension Protection Act <ul style="list-style-type: none"> • Income Tax Free • Cash Value Withdrawals
This means that the withdrawals will not be considered taxable income when used for qualifying long-term care expenses. Here's how Annuity Care owners can benefit from the PPA	Images of seniors portraying healthy, active lifestyles
Marjorie is the owner and annuitant of a non-qualified annuity. While Marjorie and her husband, Ned, do not need this annuity for income purposes...	Marjorie's Story
they are interested in long-term care coverage but haven't been impressed with existing options.	(Image of couple that is featured on the Annuity Care client and producer materials) Interested in long-term care
The original premium for Marjorie's annuity was \$75,000 and over time her account has grown another \$75,000, giving her a total of \$150,000 in cash value.	Graphics: blue circle representing Marjorie's original annuity premium of \$75,000.
	Circle grows to double, representing the doubling of

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
	the annuity’s gain, now totaling \$150,000.
<p>If she were to use her current annuity for LTC as it currently stands, she would pay taxes on the growth, or gain, of her annuity – in her case, the taxable gain of \$75,000 would be used first.</p>	<p>The circle now representing \$150,000 moves to the left of a blank white screen (underneath the graphic: \$150,000 current non-qualified Annuity)</p> <p>A section of the circle changes to orange and moves to the right of the screen (underneath this piece of the circle: LTC)</p> <p>Next appears a flashing green arrow with red text from the blue circle to the orange section that says “Taxable Gain”</p>
<p>In talking with their financial professional, Marjorie and Ned decided this annuity would be earmarked should either have expenses for long-term care.</p> <p>But how can they have the potential to avoid the tax burden and receive the benefits of the PPA?</p>	<p>The next screen features another picture of Marjorie and her husband on the right side of the screen. – this change is now denoting how the diagram works with the benefits of the PPA.</p> <p>On the left, there is again a blue circle representing the full annuity (underneath the graphic: \$150,000 current non-qualified Annuity)</p> <p>A section of the circle again changes to orange and moves to the right of the blue circle (underneath: LTC)</p> <p>The same arrows and ‘Taxable gain’ text appears, but has a bigger, dashed grey ‘X’ blocking it out</p>

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
By utilizing a PPA compliant annuity such as Annuity Care.	New white screen with the Annuity Care logo
This is how it works:	“This is how it works”
Marjorie uses the provisions of Internal Revenue Code Section 1035 to exchange her current annuity into Annuity Care and...	A blue circle representing \$150,000 appears on the screen (underneath the graphic: \$150,000 current non-qualified Annuity) and as it moves toward the top of the screen, a dark teal circle moves from underneath the blue circle and an arrow appears from the blue circle to the dark teal circle, representing Annuity Care and the move from the current annuity to Annuity Care.
...names Ned as an eligible person so they both may receive LTC benefits from a single policy.	Picture again fills the screen of Marjorie and husband with the following text appearing as the picture fades to the background: Ned and Marjorie can receive LTC benefits from the policy
After January 1 st , 2010, cash value withdrawals from Annuity Care can pay for qualified LTC expenses without being taxed.	Upon a new white screen, the dark teal circle appears (text underneath: \$150,000 Annuity Care) A navy blue portion appears in the circle and moves to the right, representing qualified LTC expenses (text underneath: Qualified LTC expenses) An orange arrow appears from the dark teal circle to

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
	the navy blue portion with the text “No Taxes”
With Annuity Care, Marjorie and Ned can both be prepared for the expenses of long-term care.	<p>On another new screen: both the original blue circle representing the \$150,000 current non-qualified annuity and the dark teal circle representing the \$150,000 Annuity Care appear on the left hand side of the screen. Both have sections that then appear (orange for the top graphic, representing the original annuity, underneath it the text appears of “LTC”; navy blue for the bottom graphic, representing Annuity Care, underneath it the text appears of “Qualified LTC expenses”)</p> <p>On the top graphic appears the arrows and text “Taxable Gain”.</p> <p>On the bottom graphic appears the arrows and text “No Taxes”</p>
A few of the benefits they receive are:	The Pension Protection Act (PPA)
<ul style="list-style-type: none"> • They can withdraw money for actual qualified LTC expenses up to 2.9 percent per month, per person • This money that is withdrawn for qualifying LTC expenses is income tax-free after 1/1/2010. 	<p>They can withdrawal money for actual qualified LTC expenses up to 2.9% per month per person.</p> <p>This money that is withdrawn for qualifying LTC expenses is income tax-free after 01.01.2010</p>

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
<ul style="list-style-type: none"> • Opportunity to cover both spouses under a single policy 	<p>Ned and Marjorie can receive LTC benefits from the policy.</p>
<p>An option to purchase lifetime coverage for LTC expenses with premiums guaranteed never to increase.</p>	<p>An option to purchase lifetime coverage</p>
<p>Contact The State Life Insurance Company today to learn more about the benefits of Annuity Care and how the PPA benefits Annuity Care owners.</p>	<p>Repeat of the first screen with the Pension Protection Act (PPA) and the Annuity Care logo</p>
	<p>OneAmerica logo</p> <p>1-800-275-5101 fs@oneamerica.com.</p> <p>and the following disclaimers on screen:</p> <p>Annuity Care is issued by The State Life Insurance Company, a OneAmerica Company, of Indianapolis, IN. Policy form numbers SA34 and R508 may not be available in all states or may vary by state.</p> <p>All individuals used in all scenarios are fictitious and all numeric examples are hypothetical and were used for illustration purposes only. The information provided does not constitute legal, accounting, tax or other professional advice. If legal or tax advice is required, the services of a competent professional who specializes in these areas should be sought.</p>

Annuity Care: Pension Protection Act Flash Video Script – April 2008

Audio	Video
	Not a deposit. Not FDIC Insured. Not guaranteed by any bank. Not insured by any federal government agency.

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Rate Information

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Supporting Document Schedules

Satisfied -Name: Certification/Notice	Review Status:	04/22/2008
Comments:		
Attachment: ARactcert.pdf		
Bypassed -Name: Application	Review Status:	04/22/2008
Bypass Reason: no application is being filed		
Comments:		
Bypassed -Name: Life & Annuity - Acturial Memo	Review Status:	04/22/2008
Bypass Reason: no act memo for this filing		
Comments:		
Satisfied -Name: filing fee form	Review Status:	04/22/2008
Comments:		
Attachment: AR Filing Fees.STL.pdf		

STATE OF ARKANSAS

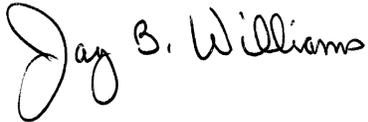
CERTIFICATION

CARRIER: THE STATE LIFE INSURANCE COMPANY

SUBMISSION: Annuity Care: Pension Protection Act Flash Video Script

DATE: April 22, 2008

I hereby certify that to the best of my knowledge and belief the above submission conforms to Arkansas Regulation 19 § 10B.

A handwritten signature in black ink that reads "Jay B. Williams". The signature is written in a cursive style with a large, looped initial "J".

Jay B. Williams
Name

Vice President, Corporate Compliance
Title

ARKANSAS DEPARTMENT OF INSURANCE
FILING CERTIFICATE

Company Name: The State Life Insurance Company
Company NAIC: 69116
Company Contact Person: Angie Riggles

Insurance Department Use Only

Analyst:

Amount:

Route Slip:

ALL FEES ARE PER EACH INSURER, PER ANNUAL STATEMENT
LINE OF BUSINESS, UNLESS OTHERWISE INDICATED.

FEE SCHEDULE FOR ADMITTED INSURERS

Rate/Form Filings

Life and/or Disability policy form filing and review, per each policy, contract, annuity form, per each insurer, per each filing. _____ x \$50= _____

Life and/or Disability - Filing and review of each rate filing or loss ratio guarantee filing, per each insurer. _____ x \$50= _____

Life and/or Disability Policy, Contract or Annuity Forms: Filing and review of each certificate, rider, endorsement or application if each is filed separately from the basic form. _____ x \$20= _____

Policy and contract forms, all lines, filing corrections in previously filed policy and contract forms. _____ x \$20= _____

Life and/or Disability: Filing and review of Insurer's advertising per each insurer. 1 x \$25= \$25.00

Amend Certificate of Authority

Review and processing of information to amend an Insurer's Certificate of Authority. _____ x \$400= _____

Filing to amend Certificate of Authority. _____ x \$100= _____