

SERFF Tracking Number: META-125519569 State: Arkansas
Filing Company: Metropolitan Life Insurance Company. State Tracking Number: 38298
Company Tracking Number: I08-09
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Individual Long-Term Care Insurance Advertising
Project Name/Number: I08-09/I08-09

Filing at a Glance

Company: Metropolitan Life Insurance Company.

Product Name: Individual Long-Term Care SERFF Tr Num: META-125519569 State: ArkansasLH

Insurance Advertising

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed

State Tr Num: 38298

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: I08-09

State Status: Pending Fees

Filing Type: Advertisement

Co Status:

Reviewer(s): Harris Shearer

Author: Mary Rinaldi

Disposition Date: 05/14/2008

Date Submitted: 03/03/2008

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: I08-09

Status of Filing in Domicile: Authorized

Project Number: I08-09

Date Approved in Domicile:

Requested Filing Mode: File & Use

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: 05/14/2008

State Status Changed: 03/04/2008

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Please note this is not a typical advertising filing.

We requesting your Department's approval to use previously approved advertising materials with our newly approved policy form LTC2007.

Please refer to the submission cover letter for details.

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Company and Contact

Filing Contact Information

Mary Rinaldi, Consultant- Compliance mrinaldi@metlife.com
 MKTG/AD
 Green Farms Road (203) 221-3859 [Phone]
 Westport, CT 06880

Filing Company Information

Metropolitan Life Insurance Company. CoCode: 65978 State of Domicile: New York
 1MetLife Plaza Group Code: -99 Company Type: Life
 Long Island City, NY 11101-4015 Group Name: State ID Number:
 (111) 111-1111 ext. [Phone] FEIN Number: 13-5581829

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Metropolitan Life Insurance Company.	\$0.00	03/03/2008	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Harris Shearer	05/14/2008	05/14/2008

SERFF Tracking Number: *META-125519569* *State:* *Arkansas*
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Disposition

Disposition Date: 05/14/2008

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	Cover Letter		Yes

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Review Status:

Satisfied -Name: Cover Letter

03/03/2008

Comments:

Attachment:

AR_I_Filing Letter .pdf

Metropolitan Life Insurance Company
57 Greens Farms Road, Westport, CT 06880
Tel 203 221-3859 Fax 203 221-6573
Mrinaldi@metlife.com



Mary J. Rinaldi
Long-Term Care

March 3, 2008

Commissioner of Insurance
Arkansas Insurance Department
1200 West 3rd Street
Little Rock, Arkansas 72201-1904

Re: Filing No. 108-09
Metropolitan Life Insurance Company ("MetLife")
Individual Long-Term Care Insurance Advertising
NAIC Company No. 65978 - FEIN 13-5581829

Dear Sir/Madam:

The below-referenced advertising materials have been approved for use by your Department with the following Individual long-term care insurance policy forms LTC2-IDEAL AR, LTC2-PREM AR, LTC2-VAL AR, LTC2-FAC AR. Policy forms approval date January 13, 2005.

We are requesting that your Department extend this approval of the advertising materials for use with our LifeStage AdvantageSM policy form LTC2007 AR. Policy form approval date August 17, 2007.

Advertising Form Number	Brief Description of Invitation to Inquire Advertising Material	Department Approval Date	MetLife Filing Number
ADF#1487.05	Letter C - ML From Rep to EE After Initial Contact	June 30, 2005	NA
ADF#1536.05	Letter G - ML Letter: To Employee with Agent Contact Info	June 30, 2005	NA
ADF#1603.05	Letter H - Multi-Life E-Mail Communication	March 6, 2006	IB06-21
ADF#1741.05	Email #5 - Importance of Applying During Enrollment Period	June 11, 2007	107-23
ADF#1742.06	Email #4 - Time is Running Out-Don't Miss Out	June 11, 2007	107-23
ADF#1745.06	Get The Facts: Long-Term Care Insurance Helps Fill The Gaps	July 6, 2007	107-02

Please advise us of your action on this submission in accordance with your usual procedures.

If you have any questions or comments, please do not hesitate to contact me.

Sincerely,

Mary J. Rinaldi
Consultant-Compliance Marketing/AD