

SERFF Tracking Number: PRTD-125400806 State: Arkansas
Filing Company: Protective Life Insurance Company State Tracking Number: 37712
Company Tracking Number: CLC.1000.10.07
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.002 Non Qualified
Product Name: HeritageGuard SPWL
Project Name/Number: HeritageGuard SPWL/CLC.1000.10.07

Filing at a Glance

Company: Protective Life Insurance Company

Product Name: HeritageGuard SPWL

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.002 Non Qualified

Filing Type: Advertisement

SERFF Tr Num: PRTD-125400806 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: CLC.1000.10.07

Co Status:

Author: Leann Brown

Date Submitted: 12/26/2007

State Tr Num: 37712

State Status: Filed-Closed

Reviewer(s): Marie Bennett, Harris Shearer

Disposition Date: 05/02/2008

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: HeritageGuard SPWL

Project Number: CLC.1000.10.07

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/02/2008

State Status Changed: 05/02/2008

Corresponding Filing Tracking Number:

Filing Description:

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:

This advertising material is being filed for use in your state. It will be used to explain rider P-9353 - a Long Term Care Rider. This rider was approved in your state on 09/15/2006. This filing does not contain any unusual or possibly controversial items from company or industry standards.

Company and Contact

Filing Contact Information

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Leanne Brown, aundi.brown@protective.com
2801 Hwy 280 South (205) 268-1614 [Phone]
Birmingham, AL 35223

Filing Company Information

Protective Life Insurance Company CoCode: 68136 State of Domicile: Tennessee
P O Box 2606 Group Code: 458 Company Type: Life
Birmingham, AL 35202 Group Name: Protective Life State ID Number:
Insurance
(800) 866-3555 ext. [Phone] FEIN Number: 63-0169720

SERFF Tracking Number: *PRTD-125400806* *State:* *Arkansas*
Filing Company: *Protective Life Insurance Company* *State Tracking Number:* *37712*
Company Tracking Number: *CLC.1000.10.07*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.002 Non Qualified*
Product Name: *HeritageGuard SPWL*
Project Name/Number: *HeritageGuard SPWL/CLC.1000.10.07*

Filing Fees

Fee Required? *Yes*
Fee Amount: *\$30.00*
Retaliatory? *No*
Fee Explanation:
Per Company: *No*

<i>COMPANY</i>	<i>AMOUNT</i>	<i>DATE PROCESSED</i>	<i>TRANSACTION #</i>
<i>Protective Life Insurance Company</i>	<i>\$0.00</i>	<i>12/26/2007</i>	<i>17237533</i>

<i>CHECK NUMBER</i>	<i>CHECK AMOUNT</i>	<i>CHECK DATE</i>
<i>06013263</i>	<i>\$30.00</i>	<i>12/21/2007</i>

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	05/02/2008	05/02/2008

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Disposition

Disposition Date: 05/02/2008

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	HeritageGuard SPWL		Yes

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Form Schedule

Lead Form Number: CLC.1000.10.07

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	CLC.1000.10.07	Advertising	HeritageGuard SPWL	Initial		0	PG_HeritageGuard_CLC.1000.10.07_110207.pdf

Protective HeritageGuard SPWL[®]

Single Premium Whole Life



We protect the lives you love.[®]

Protective 

Life and Annuity Insurance Company

Doing the right thing is smart business.[®]

Authorized to sell insurance in NY.

Protective 

Life Insurance Company

100 YEARS OF SERVICE
1907 - 2007

Not authorized to sell insurance in NY.

CLC.1000.10.07

12/07

Featuring The Long-Term Care
Accelerated Death Benefit Rider

Find a true fit for your insurance needs by discovering **Protective HeritageGuard SPWL®**

Why buy life insurance?

Providing financial security is important. Addressing life insurance needs can be an important part of planning for that security. By purchasing life insurance, you can help ensure that your loved ones will not face added financial pressures in the event of your premature death.

We Protect the Lives You Love®

During uncertain economic times, you may find you are in need of permanent life insurance more than ever before. By providing financial security for your family, you can help ensure that your loved ones will be protected.

With so many types of life insurance policies available to help support a variety of needs, it is important to understand a policy's particular benefits and limitations. Primarily designed for those looking for lifelong death benefit protection with a single premium payment, the **Protective HeritageGuard SPWL** product may be the solution for you.

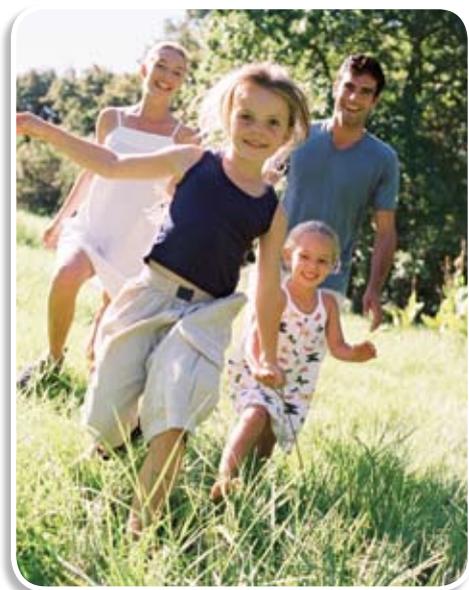
The **Protective HeritageGuard SPWL** product is issued by Protective Life Insurance Company (*not authorized to sell insurance in NY*) and Protective Life and Annuity Insurance Company (*authorized to sell insurance in NY*).

Preserve your legacy and Protect your assets with **Protective HeritageGuard SPWL®**

The **Protective HeritageGuard SPWL** product is a single premium whole life insurance product designed for people who want to preserve their wealth and accumulate assets with one single premium payment. With the **Protective HeritageGuard SPWL** product, you may increase your assets over time, accumulate interest tax-deferred, have access to your money when you need it, and pass money to your named beneficiaries generally free of federal income tax¹ and the legal costs and delays of probate.

Be prepared for life's unexpected costs with the **Long-Term Care Accelerated Death Benefit Rider**

The **Protective HeritageGuard SPWL** policy also offers a Long-Term Care Accelerated Death Benefit rider² which can provide a benefit to help pay for certain nursing home, community care, or assisted living facility expenses by accelerating a portion of the policy's death benefit.



¹ The death benefit proceeds of life insurance policies may be subject to ordinary income taxes. Estate taxes may apply. Consult your tax advisor for additional information.

² This rider is available at an additional cost and may not be available in all states. State variations may apply. Please review the rider for more complete information.

Why **Protective HeritageGuard SPWL®**?

As an insurance product, single-premium whole life offers valuable wealth preservation and asset accumulation features that include:

❖ **Tax benefits**

- You will receive tax-deferred earnings on your policy at a competitive rate
- Death benefit proceeds are generally tax-free

❖ **Immediate Death Benefit**

- The death benefit will be substantially higher than your single payment immediately after your policy is issued
- Your death benefit is payable directly to your designated beneficiaries, meaning that the proceeds pass to your beneficiaries generally without legal costs and delays

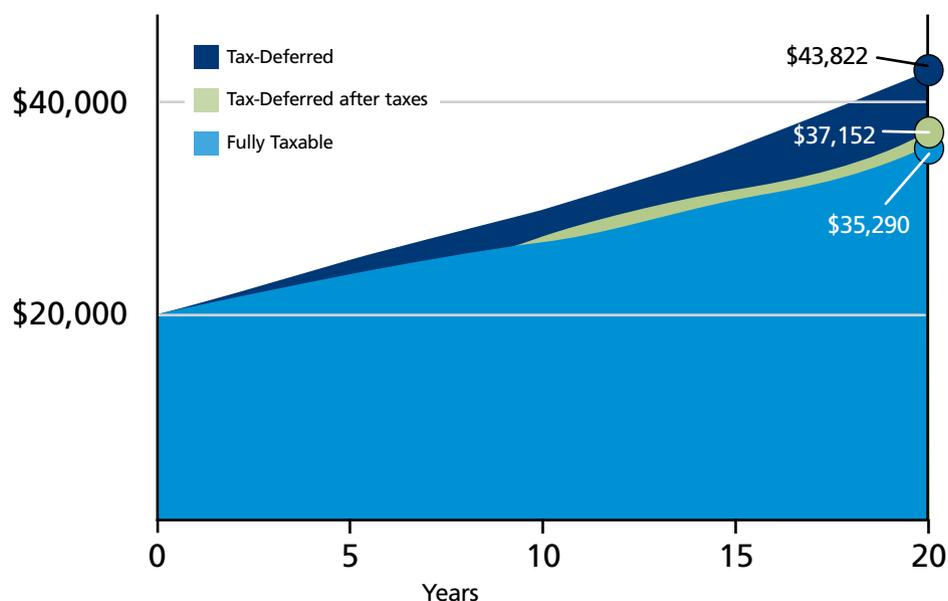
❖ **Access to your funds¹**

- Access to your money that may be free from policy surrender charges
- If you are confined to a long-term care facility or hospital, surrender charges may be waived on partial withdrawals and cash surrenders
- With the **Long-Term Care Accelerated Death Benefit rider**, you may be able to accelerate a portion of your policy's death benefit to help pay for certain long-term care expenses

¹ Please review your policy and the contract highlight sheet for more details of these features.

The Power of Tax Deferral

There are money benefits from tax-deferred compounding. This means, while money compounds, earnings remain free from current taxes. Because current taxes are not paid on earnings, money may grow and compound at a faster rate versus taxable investments (see chart below). The money earned is not subject to taxes until withdrawn or may be income tax free when passed on to beneficiaries.



This chart assumes a \$20,000 initial investment, 4% annual return, and a 28% tax bracket.

Assumptions:

(1) A 4% annual rate of return is used for illustration purposes only and does not take into account such charges and expenses as the cost of insurance, policy fee, etc. Please note that the above illustration is hypothetical and does not represent any particular investment.

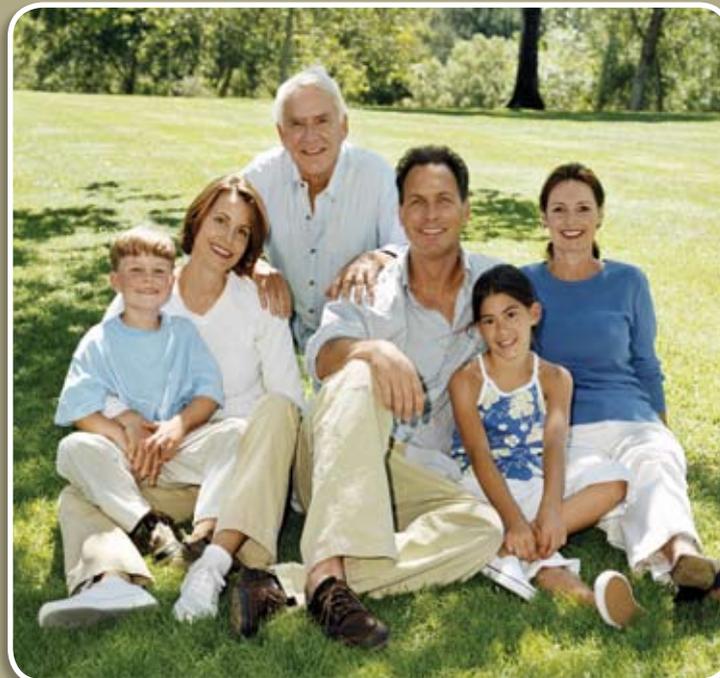
(2) Chart assumes combined state and federal taxes of 28%. The actual tax results of any distribution will depend upon an individual's personal tax circumstances and could change over time.

For income tax purposes, withdrawals will be treated as a distribution of earnings first and taxed in the year received. Withdrawals made prior to age 59 ½ may be subject to a federal income tax penalty of 10%. All taxable withdrawals, at any age, are subject to ordinary income tax. The tax treatment of life insurance is subject to change. Neither Protective nor its representatives offer legal or tax advice. Investors should consult their legal or tax advisor regarding their individual situation.

Doing the right thing
is smart business.®

Life is filled with uncertainties. It just makes sense to take the steps you can to help protect your family. Buying life insurance, particularly whole life insurance from Protective, is one of those steps – one that can help you know you are protected.

At Protective, we know that to succeed we must “do the right thing” for all of our customers. That means being there for you – to provide you with information and resolve your questions swiftly and efficiently. Protective, a strong and highly rated company, is proud of the balance we have maintained between preserving the financial strength of the company and returning value to policyowners through quality products and service. Place your trust in the strength, integrity, and dedication of Protective.



About Protective

Protective Life Corporation was established on a profound belief in the American dream: provide quality products with excellent service and success will follow. This unwavering commitment to treating people the way we would like to be treated has been rewarded with stable, long-term relationships and growth. Today, our employees nationwide are dedicated every day to proving the wisdom of our collective vision: *Doing the right thing is smart business.*[®]



Protective Life Corporation offers a broad portfolio of life and specialty insurance and investment products through its insurance company subsidiaries.* Life insurance products are sold through Protective Life Insurance Company (*not authorized to sell insurance in NY*) and Protective Life and Annuity Insurance Company (*authorized to sell insurance in NY*).

Protective Life and Annuity Insurance Company (*authorized to sell insurance in NY*) has more than \$9 billion of coverage in force to date,^{***} and has financial strength ratings of:

- A+ (*Superior, 2nd highest of 15 ratings*) from A.M. Best,
- AA (*Very Strong, 3rd highest of 21 ratings*) from Standard and Poor's,
- AA- (*Very Strong, 4th highest of 22 ratings*) from Fitch.^{**}

Protective Life Insurance Company (*not authorized to sell insurance in NY*) has more than \$252 billion of coverage in force to date,^{***} and has insurer financial strength ratings of:

- A+ (*Superior, 2nd highest of 15 ratings*) from A.M. Best,
- AA (*Very Strong, 3rd highest of 21 ratings*) from Standard & Poor's,
- AA- (*Very Strong, 4th highest of 22 ratings*) from Fitch, and
- Aa3 (*Excellent, 4th highest of 21 ratings*) from Moody's Investors Service.^{**}

Each of these independent rating agencies has assigned its rating based on a variety of factors including operating performance, asset quality, financial flexibility and capitalization, and Protective Life and Annuity's (*authorized to sell insurance in NY*) relationship to its parent company.

* Protective Life Corporation is a separate entity and is not responsible for the financial condition or obligations of its subsidiaries.

** These ratings are current as of 12/07. For more current information, please visit www.protective.com and www.protectivelifeandannuity.com

*** As of 1/1/07

The **Protective HeritageGuard SPWL** product is non-participating single premium whole life insurance, policy form series P-4012, P-6030, issued by Protective Life Insurance Company (*not authorized to sell insurance in NY*) and Protective Life and Annuity Insurance Company (*authorized to sell insurance in NY*). Both located at 2801 Hwy 280 South, Birmingham, AL 35223. Product features and availability may vary by state. May not be available in all states. Consult policy for benefits, riders, limitations, and exclusions. Subject to underwriting. Two-year contestable and suicide period. Benefits adjusted for misstatements of age or gender.

Not a Deposit	No Bank Guarantee	Not FDIC Insured
Not Insured By Any Federal Government Agency		



Not authorized to sell insurance in NY.

CLC.1000.10.07



Authorized to sell insurance in NY.

12/07

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Rate Information

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