

SERFF Tracking Number: PRTD-125537967 State: Arkansas
Filing Company: Protective Life Insurance Company State Tracking Number: 38397
Company Tracking Number: CLBD.1005.02.08
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.002 Non Qualified
Product Name: HeritageGuard SPWL
Project Name/Number: HeritageGuard SPWL/CLBD.1005.02.08

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-125537967 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: CLBD.1005.02.08

Co Status:

Author: Lisa Chaves

Date Submitted: 03/12/2008

State Tr Num: 38397

State Status: Filed-Closed

Reviewer(s): Marie Bennett, Harris Shearer

Disposition Date: 05/29/2008

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: HeritageGuard SPWL

Project Number: CLBD.1005.02.08

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/29/2008

State Status Changed: 05/29/2008

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-6030 - a Long Term Care Rider. This rider was approved in your state on 10/25/2007. 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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Lisa Chaves, lisa.chaves@protective.com
2801 Highway 280 South (205) 268-5016 [Phone]
Birmingham, AL 35223

Filing Company Information

Protective Life Insurance Company
P O Box 2606
Birmingham, AL 35202

CoCode: 68136
Group Code: 458
Group Name: Protective Life
Insurance

State of Domicile: Tennessee
Company Type: Life
State ID Number:

(800) 866-3555 ext. [Phone]

FEIN Number: 63-0169720

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Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Protective Life Insurance Company	\$25.00	03/12/2008	18535954

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	05/29/2008	05/29/2008

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Disposition

Disposition Date: 05/29/2008

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: CLBD.1005.02.08

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	CLBD.1005.02.08	Advertising	HeritageGuard SPWL	Initial		0	Ad CLBD.1005.02.08.HeritageGuardSPWL.2.27.08.s.pdf

PROTECTIVE HERITAGEGUARD SPWLSM Single Premium Whole Life Insurance Product Summary

See policy for complete details regarding benefits, limitations and exclusions.

Product Distribution	Non-registered product. For Broker/Dealer and Financial Institution Distribution.									
Product Type	Single Premium Whole Life Insurance (SPWL)									
Issue Ages	45 - 85									
Purchase Payments	Minimum: \$5,000 Maximum: \$500,000 per insured (without prior Home Office approval)									
Quick Issue	By answering questions on the application, the client may qualify for Quick Issue. If the insured's age and premium fall within the Quick Issue limits, no medical exam is needed.									
	<table border="1"> <thead> <tr> <th colspan="2">Quick Issue Age and Premium Limits</th> </tr> <tr> <th>Age</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>45 – 80</td> <td>\$5,000 - \$100,000</td> </tr> <tr> <td>81 - 85</td> <td>\$5,000 - \$50,000</td> </tr> </tbody> </table>	Quick Issue Age and Premium Limits		Age	Amount	45 – 80	\$5,000 - \$100,000	81 - 85	\$5,000 - \$50,000	Amounts over the Quick Issue limits up to \$500,000 may be accepted with additional underwriting.
Quick Issue Age and Premium Limits										
Age	Amount									
45 – 80	\$5,000 - \$100,000									
81 - 85	\$5,000 - \$50,000									
LifeWire	Submit business online using LifeWire, which provides: – Easy input – only the necessary information is requested – The correct state-specific product features, forms and applications – Licensing check – Links to helpful product information									
Return of Premium Benefit Rider	Upon full surrender, surrender charges will not be applied to the extent that they would cause the amount paid to be less than 100% of the Single Premium less any prior withdrawals and debt or lien									
Surrender Charge Schedule	10 year declining schedule: 5, 5, 5, 5, 5, 4, 3, 2, 1, 0%									
Penalty Free Withdrawals	– 10% of the single premium available each year without surrender charges – \$500 minimum withdrawal & cash surrender value can never be less than \$2,500 <i>Withdrawals of earnings will be subject to income tax and may be subject to a 10% IRS penalty tax if taken prior to age 59½. Under current tax law, any withdrawal from the contract will be deemed earnings until all earnings attributable to the entire contract value are withdrawn. Only then will a withdrawal reduce principal.</i>									
Qualified Medical Stay Waiver of Surrender Charges Provision	– After first policy year – Waives surrender charges on partial withdrawals and cash surrenders if the insured is confined to a qualified institution for at least 45 days in any continuous 60-day period <i>Not available in all states. State variations may apply.</i>									
Terminal Illness Accelerated Death Benefit Provision³	– If insured is terminally ill, with less than 12 months to live – As determined by a Physician – May access 50% of the death benefit, up to a maximum of \$250,000 – Minimum of \$10,000 – One time administrative fee will be deducted and an interest bearing lien will be established against the policy. – May not be available in all states <i>Receipt of an advance may affect the eligibility for public assistance programs and may be taxable. Consult with social service agencies and a qualified tax adviser. May not be available in all states.</i>									
Long-Term Care Accelerated Death Benefit Rider¹	Helps clients prepare for life's unexpected costs by accelerating up to 100% of the policy's death benefit to help pay for certain nursing home or community care facility expenses. It pays the following specified monthly benefit amounts: – 2% of the Initial Face Amount for nursing home care (maximum benefit period 50 months) – 1% of the Initial Face Amount for community care (maximum benefit period 100 months) – Monthly maximum benefit amount of \$7,500 (payable for only one type of service in any given month) ¹ <i>This rider is available at an additional cost and may not be available in all states. State variations may apply. Please review the endorsement for more complete information.</i>									

Protective HeritageGuard SPWL is non-participating, single premium whole life insurance, policy form series P-4012, issued by Protective Life Insurance Company, 2801 Highway 280 South, Birmingham, AL 35223. Product features and availability vary by state. 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.

Single premium whole life insurance generally becomes a modified endowment contract. If a policy is a modified endowment contract, loans are also taxable and loans, withdrawals and surrenders are treated first as distributions of the policy gain subject to ordinary income taxation and may be subject to a 10% federal tax penalty if made prior to age 59½.

Loans, if not repaid, and withdrawals reduce the policy's cash value. The tax treatment of life insurance is subject to change. Neither Protective Life nor its representatives offer legal or tax advice. Investors should consult their legal or tax advisor regarding their individual situation.



Not a Deposit	Not Insured by Any Federal Government Agency	
No Bank Guarantee	Not FDIC Insured	May Lose Value

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Rate Information

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