

SERFF Tracking Number: UNAM-125687600 State: Arkansas
Filing Company: The Pyramid Life Insurance Company State Tracking Number: 39241
Company Tracking Number: PYT65LTR408
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other
Product Name: T65 Letter/Script
Project Name/Number: /

Filing at a Glance

Company: The Pyramid Life Insurance Company

Product Name: T65 Letter/Script SERFF Tr Num: UNAM-125687600 State: ArkansasLH
TOI: H21 Health - Other SERFF Status: Closed State Tr Num: 39241
Sub-TOI: H21.000 Health - Other Co Tr Num: PYT65LTR408 State Status: Filed-Closed
Filing Type: Form Co Status: Reviewer(s): Rosalind Minor
Author: Holly Parenti Disposition Date: 06/12/2008
Date Submitted: 06/09/2008 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile:
Project Number: Date Approved in Domicile:
Requested Filing Mode: Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 06/12/2008
State Status Changed: 06/12/2008 Deemer Date:
Corresponding Filing Tracking Number:

Filing Description:

Re: The Pyramid Life Insurance Company NAIC# 68284

PYT65LTR408 Insurance Pre-Approach Letter

PYBELT65LTR408 Insurance Pre-Approach Letter

PYT65PScript508 Phone Script

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Medicare

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Supplement/Select, Life Insurance, Senior Dental Insurance, Cancer Insurance forms approved by your state.

We certify that these forms comply with the provisions of 19ss10B and all applicable requirements of the Department.

We consider this advertisement an invitation to inquire and will use it to obtain leads for our Multiply Insurance Products approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 8531 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
 P.O. Box 958465 (407) 628-1776 [Phone]
 Lake Mary, FL 32795-8465

Filing Company Information

The Pyramid Life Insurance Company CoCode: 68284 State of Domicile: Kansas
 1001 Heathrow Park Lane Group Code: 953 Company Type:
 Suite 5001
 Lake Mary, FL 32746 Group Name: State ID Number:
 (407) 995-8000 ext. [Phone] FEIN Number: 48-0557726

Filing Fees

Fee Required? Yes
 Fee Amount: \$75.00
 Retaliatory? No
 Fee Explanation: \$25 per ad x3 ads
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Pyramid Life Insurance Company	\$75.00	06/09/2008	20740910

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	06/12/2008	06/12/2008
Approved-Closed	Rosalind Minor	06/12/2008	06/12/2008

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Disposition

Disposition Date: 06/12/2008

Implementation Date:

Status: Filed-Closed

Comment: My previous Disposition marked the file - APPROVED CLOSED. On advertising, the disposition should be marked Filed.

I reopened the submission to do the Final Disposition as Filed instead of Approved.

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
Form	Pre-Approach Letter	Filed-Closed	Yes
Form	Pre-Approach Letter	Filed-Closed	Yes
Form	Phone Script	Filed-Closed	Yes

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Disposition Date: 06/12/2008

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Status: Approved-Closed

Comment:

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Form Schedule

Lead Form Number: PYT65LTR408

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed	PYT65LTR408	Advertising	Pre-Approach Letter	Initial			PYT65LTR408.pdf
Filed-Closed	PYBELT65LTR408	Advertising	Pre-Approach Letter	Initial			PYBELT65LTR408.pdf
Filed-Closed	PYT65PScript508	Advertising	Phone Script	Initial			PYT65PScript508.doc



Dear <Name>,

Let me be the first to wish you a Happy Early 65th Birthday!

I hope your upcoming birthday will be one of the most exciting birthdays you will ever have. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

Pyramid Life Insurance Company specializes in the needs of seniors, helping them to understand the changes in Medicare and what options they have to deal with each and every year. Senior Solutions, Pyramid Life's brand portfolio of insurance products, provides a full array of senior market products offering security and freedom to you and your family. Senior Solutions products include*:

- Medicare Supplement/Select Insurance
- Term and Whole Life insurance
- Final Expense Life Insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

I invite you to find out for yourself what your options are by phone or a personal meeting with me to get real answers to what you may qualify for. I will contact you soon to see if we can be of any assistance to you and again have a **Happy Birthday!**

My Sincere Thanks,

<Agent Name>

<Agent Phone Number>

*Product availability varies by state.
**Available through strategic market alliance.
PYT65LTR408

SENIOR
Solutions[®]

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program. This is a solicitation for insurance. An agent may contact you. These policies may have exclusions and limitations. Policy Form Series: Medicare Supplement M40, Medicare Select M60, Life Insurance PSL, PSR, L79 or T50, Dental Insurance PYDEN03, Cancer G39 or G68.



Dear <name>,

Happy Belated 65th Birthday!

I hope your recent birthday was one of the most exciting birthdays you have ever had. If you are like most people on this special birthday, you should be embracing some unique changes in your life such as becoming eligible for Medicare. This time in your life can be exciting as well as very confusing for some people, so don't feel like you are alone.

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- Term and Whole Life insurance
- Final Expense Life Insurance
- Senior Dental Insurance
- Cancer Plans
- Long-Term Care**
- Asset Accumulation/Annuity Contracts**

I invite you to find out for yourself what your options are by phone or a personal meeting with me to get real answers to what you may qualify for. I will contact you soon to see if we can be of any assistance to you and again I hope you had a **Happy 65th Birthday!**

My Sincere Thanks,

<Agent Name>

<Agent Phone Number>

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PYBELT65LTR408

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Supporting Document Schedules

Bypassed -Name:	Certification/Notice	Review Status:	
Bypass Reason:	N/A	Filed-Closed	06/12/2008
Comments:			
Bypassed -Name:	Application	Review Status:	
Bypass Reason:	N/A	Filed-Closed	06/12/2008
Comments:			
Bypassed -Name:	Health - Actuarial Justification	Review Status:	
Bypass Reason:	N/A	Filed-Closed	06/12/2008
Comments:			
Bypassed -Name:	Outline of Coverage	Review Status:	
Bypass Reason:	N/A	Filed-Closed	06/12/2008
Comments:			