

SERFF Tracking Number: AEGA-125754805 State: Arkansas
Filing Company: Transamerica Life Insurance Company 00 State Tracking Number: 39794
Company Tracking Number: MERGE LI-TLIC 10/08
TOI: A10 Annuities - Other Sub-TOI: A10.000 Annuities - Other
Product Name: Merge LI-TLIC 10/08
Project Name/Number: Policy Endorsement/Merge LI-TLIC 10/08

Filing at a Glance

Company: Transamerica Life Insurance Company 00

Product Name: Merge LI-TLIC 10/08

TOI: A10 Annuities - Other

Sub-TOI: A10.000 Annuities - Other

Filing Type: Form

SERFF Tr Num: AEGA-125754805 State: ArkansasLH

SERFF Status: Closed

Co Tr Num: MERGE LI-TLIC 10/08

Co Status:

Author: Laurie Jaeger

Date Submitted: 07/30/2008

State Tr Num: 39794

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 08/04/2008

Disposition Status: Approved

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Policy Endorsement

Project Number: Merge LI-TLIC 10/08

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/04/2008

State Status Changed: 08/04/2008

Corresponding Filing Tracking Number:

Filing Description:

State of Arkansas

Department of Insurance

1200 West Third Street

Little Rock, AR 72201-1904

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

Attn: Policy Examination Division (Life & Annuity)

RE: Transamerica Life Insurance Company

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NAIC # 468- 86231

Merge LI-TLIC 10/08 – Policy Endorsement

SERFF Tracking Number - AEGA-125754805

Dear Sir:

Please find attached the above referenced form for your review and approval. This is a new form which is not intended to replace any form previously approved by your Department.

Life Investors Insurance Company of America will merge with Transamerica Life Insurance Company effective October 2, 2008, pending receipt of all necessary regulatory approvals. The attached endorsement will be sent to all existing group policy holders where the group policy was issued in your state, and to existing individual policy or certificate holders, contract owners, owners of agreements and insureds, as applicable, with Life Investors Insurance Company of America to notify them of the change. The merger received regulatory approval from the Iowa Insurance Division on July 9, 2008.

Attached you will find a list of the types of insurance this endorsement will be used with.

We would appreciate your review and approval of this form.

Sincerely,

Transamerica Life Insurance Company

Laurie Jaeger

Filing Analyst II

FMG Regulatory Filing Unit

Phone: 319/355-6813

Fax: 319/355-6820

Email: ljaeger@aegonusa.com

P.S. This form was approved by our home state, Iowa, on _____ or is concurrently submitted.

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Company and Contact

Filing Contact Information

Laurie Jaeger, Forms Filing Analyst II ljaeger@aegonusa.com
 4333 Edgewood Road, NE (319) 355-6813 [Phone]
 Cedar Rapids, IA 52499 (319) 355-6820[FAX]

Filing Company Information

Transamerica Life Insurance Company 00 CoCode: 86231 State of Domicile: Iowa
 4333 Edgewood Road, NE Group Code: 468 Company Type:
 Cedar Rapids, IA 52499 Group Name: State ID Number:
 (319) 355-8511 ext. [Phone] FEIN Number: 39-0989781

Filing Fees

Fee Required? Yes
 Fee Amount: \$20.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company 00	\$20.00	07/30/2008	21681499

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Linda Bird	08/04/2008	08/04/2008

SERFF Tracking Number: AEGA-125754805 *State:* Arkansas
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Disposition

Disposition Date: 08/04/2008

Implementation Date:

Status: Approved

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	TOI List		Yes
Form	Policy Endorsement		Yes

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Form Schedule

Lead Form Number:

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	Merge LI-TLIC 10/08	Policy/Contract/Fraternal	Policy Endorsement Certificate: Amendment, Insert Page, Endorsement or Rider	Initial		50	LIICA Endorsement.pdf

IMPORTANT NOTICE

This Endorsement forms a part of your Life Investors Insurance Company of America policy/contract/certificate or agreement. As a policy owner, contract owner, certificate owner, agreement holder or insured (Owner), you should attach this Endorsement to your policy/contract/certificate or agreement.

MERGER ENDORSEMENT

This Is To Certify That:

**LIFE INVESTORS INSURANCE COMPANY OF AMERICA
HOME OFFICE: CEDAR RAPIDS, IOWA**

Has Merged Into:

**TRANSAMERICA LIFE INSURANCE COMPANY
HOME OFFICE: CEDAR RAPIDS, IOWA**

As of the effective date shown below, all Owners of coverage issued by Life Investors Insurance Company of America became Owners of coverage under Transamerica Life Insurance Company.

The Merger was completed upon approval of the Iowa Insurance Division.

All obligations of Life Investors Insurance Company of America are now provided by Transamerica Life Insurance Company.

All references to Life Investors Insurance Company of America are replaced with Transamerica Life Insurance Company. The terms "We", "Us", "Our" or "Company" mean Transamerica Life Insurance Company. All other benefits, terms and conditions will not change.

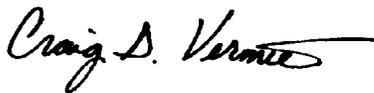
You should make any future premium payments to Transamerica Life Insurance Company and send all claims or benefit requests to Transamerica Life Insurance Company.

IN WITNESS WHEREOF, Transamerica Life Insurance Company has caused this Endorsement to be executed as of the effective date. The effective date of the merger is October 2, 2008.

Signed for us at our Home Office:

**TRANSAMERICA LIFE INSURANCE COMPANY
4333 EDGEWOOD ROAD N.E.
CEDAR RAPIDS, IOWA 52499**

[ADMINISTRATIVE OFFICE: P.O. BOX 95302, HURST, TX 76053-2302]
[(800) 553 - 5957]



SECRETARY



PRESIDENT

<i>SERFF Tracking Number:</i>	<i>AEGA-125754805</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Transamerica Life Insurance Company 00</i>	<i>State Tracking Number:</i>	<i>39794</i>
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Rate Information

Rate data does NOT apply to filing.

TRANSAMERICA LIFE INSURANCE COMPANY

STATE OF ARKANSAS

CERTIFICATION

This is to certify that the attached Policy Endorsement Form No. Merge LI-TLIC 10/08 has achieved a Flesch Reading Ease Score of 50.27 and complies with the requirements of Ark. Stat. Ann. § 23-80-21 through 23-80-208, cited as the Life and Disability Insurance Policy Language Simplification Act.

TRANSAMERICA LIFE INSURANCE COMPANY



Mary Schaefer, Assistant Vice President

Date

CERTIFICATION OF COMPLIANCE

Company Name: Transamerica Life Insurance Company

Form Title(s): Flexible Premium Variable Annuity Rider

Form Number(s): Merge LI-TLIC 10/08

I hereby certify that to the best of my knowledge and belief, the above form(s) and submission complies with Reg.19 s 10B, as well as the other laws and regulations of the State of Arkansas.



Mary L. Schaefer
Assistant Vice President

July 30, 2008

Date

**LIFE INVESTORS INSURANCE COMPANY OF AMERICA MERGER
TO
TRANSAMERICA LIFE INSURANCE COMPANY**

LINES OF AUTHORITY

TOI: A02I Individual Annuities-Deferred Non-Variable; Sub-TOI: A02I.002 Flexible Premium
TOI: A05I Individual Annuities-Immediate Non-Variable; Sub-TOI: A05.000 Immediate Non-Variable
TOI: A08G Group Annuities-Unallocated; Sub-TOI: A08G.001 Funding Agreement
TOI: A08G Group Annuities-Unallocated; Sub-TOI: A08G.002 GIC
TOI: L04I Individual Life-Term; Sub-TOI: L04I.103 Single Life-Fixed/Indeterminate Premium
TOI: L04I Individual Life-Term; Sub-TOI: L04I.213 Specified Age or Duration-Fixed/Indeterminate Premium-
Single Life
TOI: L06I Individual Life-Variable; Sub-TOI: L06I.002 Single Life-Flexible Premium
TOI: L06I Individual Life-Variable; Sub-TOI: L06I.202 Joint (Last to Die)-Flexible Premium
TOI: L07I Individual Life-Whole; Sub-TOI: L07I.101-Fixed/Indeterminate Premium-Single Life
TOI: L09I Individual Life-Flexible Premium Adjustable Life; Sub-TOI: L09I.001 Single Life
TOI: L09I Individual Life-Flexible Premium Adjustable Life; Sub-TOI: L09I.002 Joint (Last to Die)
TOI: L09I Individual Life-Flexible Premium Adjustable Life; Sub-TOI: L09I.101 External Indexed-Single Life