

SERFF Tracking Number: WSST-126329810 State: Arkansas  
Filing Company: Columbus Life Insurance Company State Tracking Number: 43906  
Company Tracking Number: CLR-191 0806 END  
TOI: A10 Annuities - Other Sub-TOI: A10.000 Annuities - Other  
Product Name: CLIC Maturity End/CLR-191 0806 END/rp  
Project Name/Number: CLIC Maturity End/CLR-191 0806 END/rp/CLIC Maturity End/CLR-191 0806 END/rp

## Filing at a Glance

Company: Columbus Life Insurance Company

Product Name: CLIC Maturity End/CLR-191 0806 END/rp SERFF Tr Num: WSST-126329810 State: Arkansas

TOI: A10 Annuities - Other

SERFF Status: Closed-Approved-  
Closed State Tr Num: 43906

Sub-TOI: A10.000 Annuities - Other

Co Tr Num: CLR-191 0806 END State Status: Approved-Closed  
Reviewer(s): Linda Bird

Filing Type: Form

Authors: Megan Thomas, Nikki

Lape, Ramona Piercefield

Date Submitted: 10/27/2009

Disposition Date: 10/27/2009  
Disposition Status: Approved-  
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: CLIC Maturity End/CLR-191 0806 END/rp  
Project Number: CLIC Maturity End/CLR-191 0806 END/rp  
Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This is pending in  
our domicile state of Ohio.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/27/2009

Explanation for Other Group Market Type:

State Status Changed: 10/27/2009

Deemer Date:

Created By: Ramona Piercefield

Submitted By: Ramona Piercefield

Corresponding Filing Tracking Number:

Filing Description:

RE: CLR-191 0806 END Endorsement

Columbus Life Insurance Company

NAIC Code 99937

FEIN 31-1191427

The above-referenced form is being submitted in final print for review and approval. This form is new and is not

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intended to replace any existing form.

#### Domiciliary Filing:

This filing has been submitted to our domiciliary state of Ohio and is pending approval.

#### Endorsement:

This endorsement will be attached to in-force contracts only, as we no longer issue the product to which this endorsement is being attached. The endorsement extends the maturity date in the existing contract to the Annuitant's 100th birthday.

#### Readability and Certifications:

A readability certification and other required certifications are attached.

#### Format:

Our printers use various fonts and layouts; therefore, we reserve the right to format the pages of this form to conform to the printer's requirements. No change in language will occur, only a possible break or renumbering of a page. In addition, we also reserve the right to correct any inconsequential typographical errors that may be detected after approval; such as, misspelled words, spacing, or punctuation errors.

We look forward to your review and approval.

## Company and Contact

### Filing Contact Information

Ramona Piercefield, Product & State Filing Analyst  
400 Broadway  
Cincinnati, OH 45202  
Ramona.Piercefield@wslife.com  
800-446-0795 [Phone] 1873 [Ext]  
513-357-4123 [FAX]

### Filing Company Information

Columbus Life Insurance Company  
400 East Fourth Street  
Cincinnati, OH 45202  
CoCode: 99937  
Group Code: 836  
Group Name: West-Southern Group  
State of Domicile: Ohio  
Company Type: Life  
State ID Number:  
(800) 446-0795 ext. [Phone]  
FEIN Number: 31-1191427

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## Filing Fees

SERFF Tracking Number: WSST-126329810 State: Arkansas  
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Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? Yes  
Fee Explanation: \$50.00 per submission x 1 form = \$50.00  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Columbus Life Insurance Company	\$50.00	10/27/2009	31577963

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	10/27/2009	10/27/2009

*SERFF Tracking Number:*      *WSST-126329810*                      *State:*                      *Arkansas*  
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## **Disposition**

Disposition Date: 10/27/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		Yes
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Acturial Memo		No
<b>Form</b>	Endorsement		Yes

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## Form Schedule

### Lead Form Number: CLR-191 0806 END

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	CLR-191 0806 END	Policy/Cont Endorsement ract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	Initial		43.000	CLR-191 0806 END.pdf

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# Columbus Life Insurance Company

## Endorsement

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**THIS ENDORSEMENT** amends your annuity contract issued by Columbus Mutual Life Insurance Company. The effective date of this endorsement shall be the date the contract was issued. If any provisions of the contract conflict with this endorsement, the provisions of this endorsement will apply.

The second sentence on the first page of the contract is hereby deleted and replaced with the following:

"The Maturity Date is the contract anniversary on or following the Annuitant's 100<sup>th</sup> birthday."

All references, if any, in your annuity contract to the Maturity Date being shown on the Data Page, Specifications Page, Policy Schedule Page, or page 3, are hereby deleted.

All references, if any, to Maturity Date on your Data Page, Specifications Page, Policy Schedule Page, or application, and any dates in connection with this term are hereby deleted.

  
SECRETARY  
*Secretary*

  
SECRETARY  
*President and  
Chief Executive Officer*

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## Supporting Document Schedules

	Item Status:	Status Date:
<b>Satisfied - Item:</b> Flesch Certification		
<b>Comments:</b>		
<b>Attachment:</b> FleschCert CLR-191 0806 END with E18.pdf		

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> Not applicable.		
<b>Comments:</b>		

Columbus Life Insurance Company

NAIC CODE #99937

**CERTIFICATION**

I, Denise Sparks, an officer of Columbus Life Insurance Company hereby certify that the following forms have the following readability scores as calculated by the Flesch Reading Ease Test and that these forms meet the reading ease requirements of your state Statutes and Regulations.

Combined with E-18

Form Numbers	Readability Score
CLR-191 0806 END	43



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Denise Sparks  
Vice President Insurance Systems

Date: 10/07/2009