

SERFF Tracking Number: GEFA-126413569 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 44291
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP Workshop Postcard/46514

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-126413569 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Author: Andy Zimmerman

Date Submitted: 12/09/2009

State Tr Num: 44291

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Date: 12/28/2009

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: AARP Workshop Postcard

Project Number: 46514

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 12/28/2009

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 12/28/2009

Created By: Andy Zimmerman

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andy Zimmerman

Filing Description:

This AARP Workshop Postcard will be mailed by licensed agents to AARP members to invite them to the previously filed AARP Workshop (46616 08/25/08, filed by your Department on 11/17/08) to help educate consumers on the topic of long term care and to generate interest in obtaining further information on Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR Rev filed and approved on July 10, 2008 by your Department or our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department or our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

SERFF Tracking Number: *GEFA-126413569* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *44291*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *AARP Workshop Postcard/46514*

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

Filing Company Information

Genworth Life Insurance Company	CoCode: 70025	State of Domicile: Delaware
6610 W Broad Street	Group Code: 350	Company Type: LifeHealth & Annuity
Richmond, VA 23230	Group Name:	State ID Number:
(804) 281-6600 ext. [Phone]	FEIN Number: 91-6027719	

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: AR Filing Fee=\$25 per advertisement
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	12/09/2009	32632860

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	12/28/2009	12/28/2009

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Disposition

Disposition Date: 12/28/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	AR Cover Letter		Yes
Form	AARP Workshop-Postcard-What Matters To You		Yes

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Form Schedule

Lead Form Number: 46514 08/25/08

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	46514 08/25/08	Advertising	AARP Workshop- Postcard-What Matters To You	Initial		0.000	46514_08250 8_gnw.pdf



What Matters To You?

Agent Name
Street Address
City, State, Zip Code

Name
Street Address
City, State, Zip Code

Be Our Guest

LONG TERM CARE EDUCATIONAL WORKSHOP

If your future financial security and independence are near the top of your list, then join us for a free educational workshop on long term care and the issues and options surrounding long term care planning. Presented by Genworth Life Insurance Company.

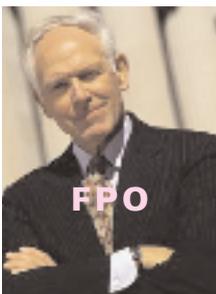
Date:

Time:

Place:

RSVP:

Call us today at 800-XXX-XXXX to reserve your seat.



Hosted by:

Agent Name

Approved Designations/Titles

Street Address

City, State, Zip

Telephone

Licensed Agent of Genworth Life Insurance Company

AARP endorses AARP Long Term Care Insurance underwritten by Genworth Life Insurance Company who pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members. AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse individual agents. AARP is not an insurer. AARP does not make long term care plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a long term care insurance plan. Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form 7046POL and 7046CERTDC. Individual policies are provided under policy form numbers 7044, 7044 Rev. and 7048. Policy form number may be followed by the state's two letter abbreviation. (In Idaho, 7044ID Rev. and 7048ID, and in Washington, 7044WA & 7048WA). Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. You may request a licensed insurance agent to contact you regarding this solicitation of insurance.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: AR Cover Letter

Comments:

Attachment:

AR Filing Letter AARP Workshop Invite 46514 082508.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

December 9, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204
ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

AARP Invitation to Inquire Advertisement

AARP Workshop-Postcard-What Matters To You	46514 08/25/08
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Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$25 is being transmitted via EFT on the SERFF filing system.

This AARP Workshop Postcard will be mailed by licensed agents to AARP members to invite them to the previously filed AARP Workshop (46616 08/25/08, filed by your Department on 11/17/08) to help educate consumers on the topic of long term care and to generate interest in obtaining further information on Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR Rev filed and approved on July 10, 2008 by your Department or our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department or our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

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If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments

Affiliated Companies: Genworth Life Insurance Company—Genworth Life Insurance Company of New York—Genworth Life and Annuity Insurance Company