

SERFF Tracking Number: ELCC-126010717 State: Arkansas
Filing Company: Equitable Life & Casualty Insurance Company State Tracking Number: 41428
Company Tracking Number: EC-AD
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: EquiCare
Project Name/Number: EC-AD/EC-AD

Filing at a Glance

Company: Equitable Life & Casualty Insurance Company

Product Name: EquiCare SERFF Tr Num: ELCC-126010717 State: ArkansasLH
TOI: LTC06 Long Term Care - Other SERFF Status: Closed State Tr Num: 41428
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: EC-AD State Status: Filed-Closed
Filing Type: Advertisement Co Status: Submitted Reviewer(s): Marie Bennett
Authors: Mark Banks, Jana Peterson, Kathy Foster Disposition Date: 02/04/2009
Date Submitted: 01/29/2009 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: EC-AD Status of Filing in Domicile: Authorized
Project Number: EC-AD Date Approved in Domicile: 01/01/2009
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 02/04/2009
State Status Changed: 02/04/2009 Deemer Date:
Corresponding Filing Tracking Number:
Filing Description:

These advertisements will be mailed to prospective clients and positive responses will be sent to the appropriate licensed agent for follow-up.

Company and Contact

Filing Contact Information

Jana Peterson, Compliance Specialist Jana.Peterson@Equilife.com

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Product Name: EquiCare
Project Name/Number: EC-AD/EC-AD

3 Triad Center (877) 579-3782 [Phone]
Salt Lake City, UT 84180 (801) 579-3781[FAX]

Filing Company Information

Equitable Life & Casualty Insurance Company CoCode: 62952 State of Domicile: Utah
3 Triad Center Group Code: -99 Company Type: Life and Health
Suite 200
Salt Lake City, UT 84180 Group Name: State ID Number:
(801) 579-3400 ext. [Phone] FEIN Number: 87-0129771

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Product Name: EquiCare
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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: 4 Advertisemens X \$25 = \$100.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Equitable Life & Casualty Insurance Company	\$100.00	01/29/2009	25356017

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	02/04/2009	02/04/2009

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Disposition

Disposition Date: 02/04/2009

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	Self-Mailing Card		Yes
Form	Self-Mailing Card		Yes
Form	Self-Mailing Card		Yes
Form	Self-Mailing Card		Yes

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Form Schedule

Lead Form Number: EC-AD1

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	EC-AD1	Advertising	Self-Mailing Card	Initial		0	EC-AD1.pdf
	EC-AD2	Advertising	Self-Mailing Card	Initial		0	EC-AD2.pdf
	EC-AD3	Advertising	Self-Mailing Card	Initial		0	EC-AD3.pdf
	EC-AD4	Advertising	Self-Mailing Card	Initial		0	EC-AD4.pdf

Affordable Long Term Care Coverage Can Have You Singing a New Song.

Independence. Saving money. Preventing illness. Maximizing your quality of care. If these things are important to you – your choice should be the EquiCare 2020 from Equitable Life & Casualty Insurance Company. This affordable long term care insurance plan offers benefits tailored to *your* needs.

For more information, simply complete and return this postage paid response form and we'll send you a FREE Big Band CD. There is absolutely no obligation.



«First» «Mid»«Last»
«Street»
«City» «State» «Zip»

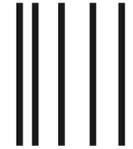
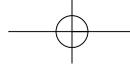
Date of Birth _____ / _____ / _____
Phone # (_____) _____
Spouse _____
Date of Birth _____ / _____ / _____
Best Time To Reach You _____

«prospect»

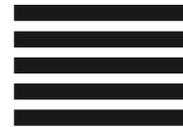
«Code»

EC-AD1

Equitable Life & Casualty Insurance Company • 3 Triad Center SLC, UT 84180
This is a solicitation for insurance. A Licensed Equitable Insurance Agent will contact you.



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UNITED STATES

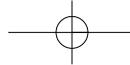


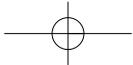
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 537 SALT LAKE CITY UT

POSTAGE WILL BE PAID BY ADDRESSEE

EQUITABLE LIFE & CASUALTY INS CO
3 TRIAD CENTER
PO BOX 2460
SALT LAKE CITY UT 84110-9944

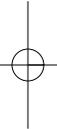




Isn't it time to face the music about aging?

The hard truth is that most people will need some type of long term care. Equitable Life & Casualty Insurance Company offers affordable Long Term Care insurance plans with benefits tailored to *your* needs.

To find out more, simply complete and return this postage paid card. In return, you'll receive a FREE Big Band Music CD. There is absolutely no obligation.

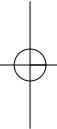


«First» «Mid»«Last»
«Street»
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Date of Birth _____ / _____ / _____
Phone # (____) _____
Spouse _____
Date of Birth _____ / _____ / _____
Best Time To Reach You _____

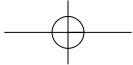
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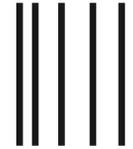
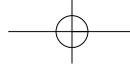
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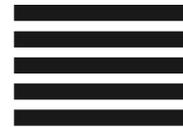
EC-AD2

Equitable Life & Casualty Insurance Company • 3 Triad Center SLC, UT 84180
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UNITED STATES

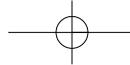


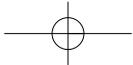
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 537 SALT LAKE CITY UT

POSTAGE WILL BE PAID BY ADDRESSEE

EQUITABLE LIFE & CASUALTY INS CO
3 TRIAD CENTER
PO BOX 2460
SALT LAKE CITY UT 84110-9944





**The future is not an alternative ...
Your long term care shouldn't be either.**

If given the choice most people want to be cared for at home. If you were to need long term care, would you have that option? Equitable Life & Casualty Insurance Company has long term care insurance plans that make at home care a real possibility.

For more information on affordable long term care coverage, return this postage paid response form and receive a FREE Big Band Music CD, just for inquiring. There is absolutely no obligation.



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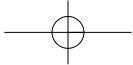
Date of Birth _____ / _____ / _____
Phone # (____) _____
Spouse _____
Date of Birth _____ / _____ / _____
Best Time To Reach You _____

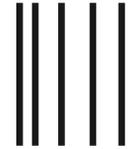
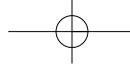
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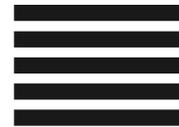
EC-AD3

Equitable Life & Casualty Insurance Company • 3 Triad Center • SLC, UT 84180
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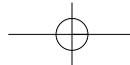


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Your Long Term Care Should Be More Than Just Background Music - It Should Be The Soundtrack To Your Future

The hard truth is that most people will need some type of long term care as they grow older. Equitable Life & Casualty Insurance Company offers affordable long term care insurance plans with benefits tailored to *your* needs.

To find out more, simply complete and return this postage paid card. In return, you'll receive a FREE Big Band Music CD. There is absolutely no obligation.



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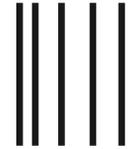
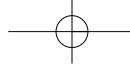
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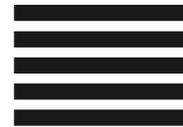
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EC-AD4

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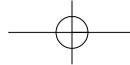


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Rate Information

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