

<i>SERFF Tracking Number:</i>	<i>NYLC-126043650</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>New York Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41639</i>
<i>Company Tracking Number:</i>	<i>209-203</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>AD108 CWL - EPP Rider</i>		
<i>Project Name/Number:</i>	<i>AD108 CWL - EPP Rider/209-203</i>		

Filing at a Glance

Company: New York Life Insurance Company

Product Name: AD108 CWL - EPP Rider

TOI: L071 Individual Life - Whole

SERFF Tr Num: NYLC-126043650 State: Arkansas

SERFF Status: Closed-Approved-Closed
State Tr Num: 41639

Sub-TOI: L071.101 Fixed/Indeterminate
Premium - Single Life

Co Tr Num: 209-203

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Team Leader, Sean
Hebron

Disposition Date: 02/25/2009

Date Submitted: 02/20/2009

Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: AD108 CWL - EPP Rider

Project Number: 209-203

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 02/25/2009

Status of Filing in Domicile:

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: 02/25/2009

Created By: Sean Hebron

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Sean Hebron

Filing Description:

Please see the attached cover letter.

Company and Contact

Filing Contact Information

Sean Hebron, Senior Contract Assistant

Sean_Hebron@nyl.com

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51 Madison Avenue 212-576-2681 [Phone]
 Room 606 212-447-4141 [FAX]
 New York, NY 10010

Filing Company Information

New York Life Insurance Company CoCode: 66915 State of Domicile: New York
 51 Madison Avenue Group Code: 826 Company Type: Life
 New York, NY 10010 Group Name: State ID Number:
 (212) 576-4809 ext. [Phone] FEIN Number: 13-5582869

Filing Fees

Fee Required? Yes
 Fee Amount: \$20.00
 Retaliatory? No
 Fee Explanation: \$20.00 per form X 1 form = \$20.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
New York Life Insurance Company	\$20.00	02/20/2009	25851012

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	02/25/2009	02/25/2009

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Disposition

Disposition Date: 02/25/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Cover Letter		Yes
Form	Extension of Premium-Paying Period Rider		Yes

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Form Schedule

Lead Form Number: 209-203

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	209-203	Policy/Cont Extension of ract/Fratern Premium-Paying al Period Rider Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		54.000	EPPC209-203.pdf

RIDER

EXTENSION OF PREMIUM-PAYING PERIOD (EPP)

- 1. Benefit** While this rider is in effect, you can increase the Premium-Paying Period of the Base Policy to which this rider is attached. The Premium-Paying Period is the number of years between the policy date and the scheduled paid-up date, as shown on the Policy Information Policy Data Page. You can increase the Premium-Paying Period, subject to the limits set forth in Section 2 below. You can elect this change only once and only during the first 5 policy years. This change will take effect on the next premium due date.
- 2. Extending The Premium-Paying Period** The new Premium-Paying Period will apply to the Base Policy to which this rider is attached. The face amount, policy number and policy date will not change. Current policy loans, dividend values and paid-up additional insurance values will continue to apply to the Base Policy after the Premium-Paying Period is increased.

The new Premium-Paying Period cannot be increased to end later than the anniversary nearest to the Insured's age 75.

All other terms and conditions of the Base Policy and any attached riders remain the same after the Premium-Paying Period is increased. New Policy Data Pages will be sent to you to reflect the new premium amount of the Base Policy and any attached riders, the new Premium-Paying Period and the new guaranteed policy values.

An administrative charge will be incurred when the Premium-Paying Period is increased. This charge will be deducted from any credit that may be owed to you. This is further explained in Section 4 below. The amount of the administrative charge is shown in the Additional Rider Information section on the Policy Data pages of the Base Policy.

- 3. Additional Evidence Of Insurability** Additional evidence of insurability satisfactory to us will be required. If the Insured's class of risk has changed, the new premium amount and any future dividends that may be paid will be based on the new class of risk.
- 4. Credit For Extending The Premium-Paying Period** When the Premium-Paying Period is increased, there may be a credit due to you. The credit is equal to the difference between the guaranteed cash value calculated according to the old Premium-Paying Period and that calculated according to the new Premium-Paying Period. An administrative charge will be deducted from this credit. If the credit is not enough to cover the entire administrative charge, the difference must be paid to us.

You will receive a letter confirming the change you requested and informing you of the exact amount of the credit due. Before the increase can take effect, you must return the letter to us, signed and dated, and choose how to receive the credit from the following options:

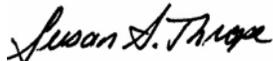
- a. Treated as a dividend accumulation, as described in the Base Policy's provisions for dividends;
- b. Applied to the Option to Purchase Paid-Up Additions rider, in accordance with its terms, and if such a rider is in effect in the Base Policy;
- c. Paid to you in cash;
- d. Applied to pay the next premium(s) due on the Base Policy under the new Premium-Paying Period; or
- e. Applied to reduce any policy loan.

- 5. Policy Loans** If the Base Policy has a policy loan and that loan, including accrued policy loan interest, will exceed the policy loan value of the Base Policy under the new Premium-Paying Period, the part of the policy loan which exceeds that policy loan value must be repaid to us before the change can take effect. When the excess loan is repaid and the increase takes effect, the remaining policy loan will continue under the new Premium-Paying Period as a policy loan, as stated in the Base Policy's provisions for policy loans.

EXTENSION OF PREMIUM-PAYING PERIOD (Continued)

6. **Waiver Of Premium** If, on the date of your signed request to increase the Premium-Paying Period, your premiums are being waived in accordance with a Disability Waiver of Premium rider, the increase of Premium-Paying Period will not be allowed.
7. **Cash Or Loan Value** This rider does not have cash value or loan value.
8. **Contract** This rider is made a part of the Base Policy to which it is attached.
9. **Conformity With Law** This rider is subject to all laws that apply. We reserve the right to make changes to this rider to ensure that this rider, or the Base Policy that is changed by the exercise of this rider, qualifies as life insurance under federal tax law.
10. **When Rider Ends** This rider ends at the end of the 5th policy year. It also ends on the date of death of the Insured or, if earlier, the date the Base Policy's status is changed, pursuant to the Options Upon Lapse or Fully Paid-Up Policy provisions of the Base Policy. It will end before that date if:
 - a. The Base Policy ends or is surrendered.
 - b. The right to change the Premium-Paying Period of the Base Policy is exercised in accordance with this rider's provisions.
11. **Definitions** Unless stated otherwise, terms in this rider have the same meaning as in the Base Policy to which it is attached. References to the Base Policy refer to the policy to which this rider is attached.

NEW YORK LIFE INSURANCE COMPANY


Secretary


President

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification		
Comments:		
Attachment: Readability Certification.pdf		

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: N/A - Rider filing		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Cover Letter		
Comments:		
Attachment: AR Letter.pdf		

NEW YORK LIFE INSURANCE COMPANY

READABILITY CERTIFICATION

I certify that the forms listed on the attached page(s) meet the standards of your State's Readability Laws.

NEW YORK LIFE INSURANCE COMPANY

Linda E. LoPinto

Signature

Linda E. LoPinto

Name

Corporate Vice President

Title

February 19, 2009

Date

NEW YORK LIFE INSURANCE COMPANY

Flesch Scores for forms submitted with this filing are:

<u>Form No.</u>	<u>Flesch Score</u>
209-203	54

February 20, 2009

Hon. Jay Bradford
Insurance Commissioner
Arkansas Insurance Department
Division of Compliance
Life and Health
1200 West Third Street
Little Rock, AR 72201-1904

Re: New York Life Insurance Company (NYLIC)
NAIC#: 82691596
FEIN#: 13-3044743
Extension of Premium Paying Period (EPP) rider, form 209-203

Dear Commissioner:

We are enclosing for approval new rider Extension of Premium-Paying Period (EPP), form 209-203, which does not replace any form previously approved by your Department. This rider will be included at issue of our Custom Whole Life policy, form 208-50.49, which was approved by your Department on 2/27/2008.

NYL Custom Whole Life (CWL) is a whole life plan with a specified premium paying period that the policyowner chooses at the time of application. The enclosed rider permits the policyowner to increase the premium paying period that was chosen at application one time during the first 5 years of the contract. An administrative charge will be assessed when the premium paying period is increased.

It is also our intention to offer this rider to all in force CWL contract holders.

I hope this information is satisfactory and that we will receive your Department's approval of this submission at your earliest convenience. If you need additional information, please feel free to call me toll free at 1-877-464-0198.

Sincerely,



Corporate Vice President
Individual Life Department

Encl