

SERFF Tracking Number: GEFA-126091609 State: Arkansas
 Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number: 41992
 Company Tracking Number: 47888
 TOI: MS051 Individual Medicare Supplement - Sub-TOI: MS051.001 Plan A
 Standard Plans
 Product Name: Med Sup Letter
 Project Name/Number: /47888 CLI

Filing at a Glance

Company: Genworth Life and Annuity Insurance Company

Product Name: Med Sup Letter

SERFF Tr Num: GEFA-126091609 State: ArkansasLH

TOI: MS051 Individual Medicare Supplement -

SERFF Status: Closed

State Tr Num: 41992

Standard Plans

Sub-TOI: MS051.001 Plan A

Co Tr Num: 47888

State Status: Filed-Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Cindy Petty, Mary Ann Pyle

Disposition Date: 03/30/2009

Date Submitted: 03/27/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Not Filed

Project Number: 47888 CLI

Date Approved in Domicile:

Requested Filing Mode:

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: 03/30/2009

Explanation for Other Group Market Type:

State Status Changed: 03/30/2009

Deemer Date:

Corresponding Filing Tracking Number:

Filing Description:

Attached is a lead generating letter for use by individual agents of our company. The attached material is new and does not replace any advertising material currently on file with the state.

Company and Contact

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Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
 101 Continental Way (615) 370-9044 [Phone]
 Brentwood, TN 37207 (615) 373-0272[FAX]

Filing Company Information

Genworth Life and Annuity Insurance Company CoCode: 65536 State of Domicile: Virginia
 6620 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: 54-0283385

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life and Annuity Insurance Company	\$25.00	03/27/2009	26755849

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/30/2009	03/30/2009

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Item Type	Item Name	Item Status	Public Access
Form	Lead Letter	Filed	Yes

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Form Schedule

Lead Form Number: 47888

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	47888 01/06/08	Advertising	Lead Letter	Initial			47888_010608_gnw (3).pdf

[On Approved Letterhead]

[Date]

[Customer Name]

[Address]

[City, State, Zip]

Dear [Customer Name]:

Many of my clients have asked what else can the Genworth family of companies* do for me? I am pleased to let you know that we also offer a wide variety of Medicare Supplement plans to meet your individual needs.

Your Health Is Important – Feel Good About Your Choices

Selecting a Medicare Supplement policy can be confusing. What does a policy cover? Which plan should I purchase? Am I getting a competitive rate?

Our Commitment To You

We have an unwavering commitment to providing the best service possible with prompt claims payment and quality products for our policyholders. We can help you manage the high costs of health care by keeping your out-of-pocket expenses down.

I will be calling you in the next week or so to schedule a complimentary overview of Medicare Supplement benefits. Of course, if you prefer, you can reach me sooner at [(xxx) xxx.xxxx].

I look forward to speaking with you.

Sincerely,

[Agent Name]

[Agent Title]

* Medicare Supplement Insurance underwritten by: Genworth Life Insurance Company, Genworth Life and Annuity Insurance Company, Continental Life Insurance Company of Brentwood, Tennessee, American Continental Insurance Company. Not all policies available in all states. Not all companies in all states.

Complete details of the benefits, cost, limitations and exclusions will be provided to you by one of our licensed agents.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation for insurance. You may be contacted by an agent.

47888 01/06/08

