

SERFF Tracking Number: PRTA-126095098 State: Arkansas
Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
Company Tracking Number: BETH WC622
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: WC-622 4-09
Project Name/Number: WC-622 4-09/WC-622 4-09

Filing at a Glance

Company: West Coast Life Insurance Company

Product Name: WC-622 4-09

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: PRTA-126095098 State: Arkansas

SERFF Status: Closed-Approved-
Closed State Tr Num: 42111

Co Tr Num: BETH WC622

Author: Beth Fledderman

Date Submitted: 04/14/2009

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 04/20/2009

Disposition Status: Approved-
Closed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: WC-622 4-09

Project Number: WC-622 4-09

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 04/20/2009

Deemer Date:

Submitted By: Beth Fledderman

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: Submitted to
Nebraska simultaneously.

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 04/20/2009

Created By: Beth Fledderman

Corresponding Filing Tracking Number: PRTA-
126095036

Filing Description:

The identical filing is being made for Protective Life Insurance Company. Please find the Corresponding SERFF Tracking Number above.

Form WC-622 4-09 is being submitted for your review and approval. It is a new form that will not replace any form currently in use by our company. This filing does not contain any unusual or possibly controversial items from normal company or industry standards.

SERFF Tracking Number: PRTA-126095098 State: Arkansas
 Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
 Company Tracking Number: BETH WC622
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: WC-622 4-09
 Project Name/Number: WC-622 4-09/WC-622 4-09

Currently, this optional rider will be used with base policy form WC-U15-AR 11-06 (approved 10/25/2006; SERFF Tracking # SERT-6TMV6E299, State Tracking # 34008) and policy schedule page WC-U15V5 11-08 (approved 8/28/2008; SERFF Tracking # PRTA-125791529, State Tracking # 40075).

The rider may only be selected at policy issue. It provides reduced surrender charges if the policy is fully surrendered during a certain time period and certain conditions are met. The attached supplemental Policy Schedule page includes Surrender Charge Factors, which are a percentage by which the Surrender Charge will be reduced according to the corresponding policy year of surrender; as well as Premium Expense Charges, which will be applied according to the corresponding policy year.

The form is being submitted to our domiciliary state, Nebraska, concurrently.

Company and Contact

Filing Contact Information

Elizabeth Fledderman, Policy Contract Filing Specialist
 elizabeth.fledderman@protective.com
 2801 Highway 280 South Birmingham, AL 35223
 800-866-3555 [Phone] 5539 [Ext]
 205-268-3401 [FAX]

Filing Company Information

West Coast Life Insurance Company
 2801 Highway 280 Birmingham, AL 35223
 (800) 866-3555 ext. [Phone]
 CoCode: 70335
 Group Code: 458
 Group Name:
 FEIN Number: 94-0971150
 State of Domicile: Nebraska
 Company Type: Life Insurance
 State ID Number:

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$0 Domicile Fee + \$50 AR Fee = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
West Coast Life Insurance Company	\$50.00	04/14/2009	27151653

SERFF Tracking Number: PRTA-126095098 State: Arkansas
Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
Company Tracking Number: BETH WC622
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: WC-622 4-09
Project Name/Number: WC-622 4-09/WC-622 4-09

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	04/20/2009	04/20/2009

SERFF Tracking Number: PRTA-126095098 *State:* Arkansas
Filing Company: West Coast Life Insurance Company *State Tracking Number:* 42111
Company Tracking Number: BETH WC622
TOI: L08 Life - Other *Sub-TOI:* L08.000 Life - Other
Product Name: WC-622 4-09
Project Name/Number: WC-622 4-09/WC-622 4-09

Disposition

Disposition Date: 04/20/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: PRTA-126095098 State: Arkansas
 Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
 Company Tracking Number: BETH WC622
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: WC-622 4-09
 Project Name/Number: WC-622 4-09/WC-622 4-09

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	WC-622 Actuarial Memorandum		No
Supporting Document	WC-622 Statement of Variability		Yes
Supporting Document	Sample Policy Schedule		Yes
Supporting Document	Certification		Yes
Form	Enhanced Cash Value Rider		Yes

SERFF Tracking Number: PRTA-126095098 State: Arkansas
 Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
 Company Tracking Number: BETH WC622
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: WC-622 4-09
 Project Name/Number: WC-622 4-09/WC-622 4-09

Form Schedule

Lead Form Number: WC-622 4-09

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	WC-622 4-09	Policy/Cont Enhanced Cash ract/Fratern Value Rider al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		52.600	WC-622 4-09.pdf



**West Coast Life
Insurance Company**

A PROTECTIVE COMPANY

P.O. Box 193892, San Francisco, CA 94119-3892
Home Office: San Francisco, California; State of Domicile: Nebraska
1-800-366-9378

ENHANCED CASH VALUE RIDER

The Company has issued this rider as part of the policy to which it is attached ("Policy"). This rider takes effect on the Effective Date of the Policy. If any provisions in the Policy conflict with this rider, the provisions of this rider will be applied.

Policy Schedule. Policy Schedule means the Policy Schedule or Policy Specifications Page, or any supplemental Policy Schedule or supplemental Policy Specifications Page of the Policy.

Benefit. Subject to the Conditions below, if the Owner fully surrenders the Policy during the first [20] Policy Years, the Policy surrender charge will be reduced. The amount of the reduction is equal to the percentage for the corresponding Policy Year of surrender, as shown under "Surrender Charge Factor" in the "Modification Factor Table" in the Policy Schedule (this reduction does not apply to partial surrenders or face amount decreases).

The surrender charges associated with this rider benefit are only applicable if the Policy is fully surrendered, and will be calculated based on the Policy Year of surrender. Amounts available under the Policy for loans and partial surrenders continue to be calculated as if the Policy surrender charges had not been reduced.

Conditions.

1. This rider is in force;
2. Such surrender is allowed under the Policy;
3. The Policy is not in the Grace Period;
4. The Policy has not been sold to a Life Settlement or Viatical Settlement Company;
5. The Policy is not being maintained under the Lapse Protection provision, if any; and
6. The Policy is not being exchanged or replaced with another life insurance policy or annuity contract; such an exchange or replacement includes, but is not limited to, any transaction qualifying for income tax free exchange under Section 1035 of the Internal Revenue Code or any similar or successor provision.

Premium Expense Charge. The premium expense charges shown under "Premium Expense Charge" in the "Modification Factor Table" in the Policy Schedule will be applied, according to the corresponding Policy Year.

Rider Charge. There is a one-time charge of [\$250] for this rider benefit. This charge is deducted from the initial premium payment, after deduction of the Premium Expense Charge, if any.

Termination. This rider will terminate on the earliest of:

1. The end of Policy Year [20]; or
2. Termination of the Policy to which this rider is attached.

Reinstatement. If this rider has terminated due to the Lapse of the Policy, the Company will reinstate this rider, during the first [20] Policy Years, provided the Policy is being reinstated at the same time.

Signed for by the Company and made part of the contract as of the Effective Date of the Policy.

WEST COAST LIFE INSURANCE COMPANY

A handwritten signature in black ink that reads "Deborah J. Long". The signature is written in a cursive, flowing style.

Deborah J. Long
Secretary

SERFF Tracking Number: PRTA-126095098 State: Arkansas
 Filing Company: West Coast Life Insurance Company State Tracking Number: 42111
 Company Tracking Number: BETH WC622
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: WC-622 4-09
 Project Name/Number: WC-622 4-09/WC-622 4-09

Supporting Document Schedules

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

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: Not applicable to this filing.		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: WC-622 Statement of Variability		
Comments:		
Attachment: Statement of Variability-WC-622.pdf		

	Item Status:	Status Date:
Satisfied - Item: Sample Policy Schedule		
Comments:		
Attachments: Sample Schedule Page 3.pdf Sample Schedule Page SP-622.pdf		

	Item Status:	Status Date:
Satisfied - Item: Certification		
Comments:		

<i>SERFF Tracking Number:</i>	<i>PRTA-126095098</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>West Coast Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>42111</i>
<i>Company Tracking Number:</i>	<i>BETH WC622</i>		
<i>TOI:</i>	<i>L08 Life - Other</i>	<i>Sub-TOI:</i>	<i>L08.000 Life - Other</i>
<i>Product Name:</i>	<i>WC-622 4-09</i>		
<i>Project Name/Number:</i>	<i>WC-622 4-09/WC-622 4-09</i>		

Attachment:

WCL AR Certification.pdf

WEST COAST LIFE INSURANCE COMPANY

READABILITY CERTIFICATION

This is to certify that the attached Form No. WC-622 4-09, along all state variations, has achieved a Flesch Reading Ease Test Score of 52.6.

A handwritten signature in black ink that reads "Keith Kirkley". The signature is written in a cursive style with a large, looping 'y' at the end.

Keith Kirkley, JD, MBA
Assistant Vice President

Date: April 9, 2009

**Statement of Variability
Rider Form WC-622 4-09**

No variables will change with respect to in-force policies without notification, appropriate regulatory approvals, and (where required) consent of the contract holder, owner or participant.

Form WC-622 4-09

All instances of the [20]: Could vary between 3 and 20 years, based on the product to which this rider is attached.

Rider Charge [\$250]: Could vary between \$100 and \$1000, based on the product to which this rider is attached.

Page SP-622

The length of time (Policy Year) could vary between 3 and 20 years, based on the product to which the rider is attached.

The Surrender Charge Factor could vary from 0% to 100%, based on the applicable policy year and the product to which the rider is attached.

The Premium Expense Charge could vary from 0% to 25%, based on the applicable policy year and the product to which the rider is attached.

CERTIFICATION

I certify that the information contained in this Statement of Variability is true and correct to the best of my knowledge and belief, and that I am duly authorized by the company to make this certification.

Signed for the Company by:



Keith Kirkley, J.D. MBA
Assistant Vice President
Protective/West Coast Life Insurance Company

April 9, 2009

POLICY SCHEDULE (CONTINUED)

**SCHEDULE OF ADDITIONAL BENEFITS
ENHANCED CASH VALUE RIDER**

MODIFICATION FACTOR TABLE

<u>POLICY YEAR</u>	<u>SURRENDER CHARGE FACTOR</u>	<u>PREMIUM EXPENSE CHARGE*</u>
[1]	[100%]	[0%]
[2]	[100%]	[0%]
[3]	[100%]	[0%]
[4]	[100%]	[0%]
[5]	[100%]	[0%]
[6]	[100%]	[1%]
[7]	[100%]	[2%]
[8]	[100%]	[3%]
[9]	[100%]	[4%]
[10]	[100%]	[5%]
[11]	[80%]	[5%]
[12]	[60%]	[5%]
[13]	[40%]	[5%]
[14]	[20%]	[5%]
[15]	[0%]	[5%]
[16]	[0%]	[5%]
[17]	[0%]	[5%]
[18]	[0%]	[5%]
[19]	[0%]	[5%]
[20+]	[0%]	[5%]

* With this rider in force, the listed Premium Expense Charge (according to the corresponding Policy Year) replaces the Premium Expense Charge shown in the preceding Policy Schedule.

With this rider in force, the Table of Values in the preceding Policy Schedule does reflect the Premium Expense Charges listed immediately above (according to the corresponding Policy Year), but does not reflect the reduced surrender charges associated with this rider.

With this rider in force, the table of maximum surrender charges in the preceding Policy Schedule does not reflect the reduced surrender charges associated with this rider.

WEST COAST LIFE INSURANCE COMPANY

STATE OF ARKANSAS

RULE AND REGULATION 19 CERTIFICATION

This is to certify that the attached Form No. WC-622 4-09 is in compliance with Rule and Regulation 19 of the State of Arkansas regarding the Unfair Sex Discrimination in the Sale of Insurance.

Keith Kirkley, J.D., MBA
Assistant Vice President

Date: April 1, 2009