

SERFF Tracking Number: WSST-126067130 State: Arkansas
Filing Company: Columbus Life Insurance Company State Tracking Number: 42065
Company Tracking Number: CL 85 0707 - INFO
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: CLIC/2009 UL Enhancements/RJP
Project Name/Number: CLIC/2009 UL Enhancements/RJP/CL 85 0707 - info

Filing at a Glance

Company: Columbus Life Insurance Company

Product Name: CLIC/2009 UL Enhancements/RJP SERFF Tr Num: WSST-126067130 State: Arkansas

TOI: L09I Individual Life - Flexible Premium SERFF Status: Closed-Accepted State Tr Num: 42065
Adjustable Life For Informational Purposes

Sub-TOI: L09I.001 Single Life Co Tr Num: CL 85 0707 - INFO State Status: Filed-Closed

Filing Type: Form Reviewer(s): Linda Bird
Disposition Date: 04/08/2009

Authors: Nikki Lape, Ramona
Piercefield

Date Submitted: 04/07/2009 Disposition Status: Accepted For
Informational Purposes
Implementation Date:

Implementation Date Requested: On Approval
State Filing Description:

General Information

Project Name: CLIC/2009 UL Enhancements/RJP
Project Number: CL 85 0707 - info
Requested Filing Mode: Informational

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This filing has been submitted to our domiciliary state of Ohio and is pending approval.

Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 04/08/2009

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 04/08/2009

Deemer Date:
Submitted By: Ramona Piercefield
Filing Description:

Created By: Ramona Piercefield

Corresponding Filing Tracking Number:

RE: INFORMATIONAL FILING

CL 85 0707 AR Flexible Premium Universal Life Insurance Policy

CL 88 0707 AR Flexible Premium Universal Life Insurance Policy

Columbus Life Insurance Company – NAIC Code # 99937

<i>SERFF Tracking Number:</i>	<i>WSST-126067130</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Columbus Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>42065</i>
<i>Company Tracking Number:</i>	<i>CL 85 0707 - INFO</i>		
<i>TOI:</i>	<i>L09I Individual Life - Flexible Premium</i>	<i>Sub-TOI:</i>	<i>L09I.001 Single Life</i>
	<i>Adjustable Life</i>		
<i>Product Name:</i>	<i>CLIC/2009 UL Enhancements/RJP</i>		
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This filing is being submitted for information only to advise you of changes being made in the marketing strategy of Forms CL 85 0707 AR, which was approved for use in your state on 04/03/2007 under DOI File #35498 and CL 88 0707 AR, which was approved for use in your state on 04/16/2007 under DOI File #35501.

We are making the following changes in our marketing of these products.

CL 85 0707 AR/CL 88 0707 AR

1. The Surrender Charge duration is being decreased from 19 years to 10 years;
2. New Surrender Charge percentages;
3. New Per 1000 Charge Rates;
4. New 10 year NLG minimum premiums;
5. New Lifetime NLG premium factors for Extended NLG Rider (CLR-175 0707)
6. New premium factors for Capital Transfer Rider (CLR-172 0707)

No changes to the contract language are required to support the change in our marketing strategy. The only effect on the contract is to variable information displayed on the schedule page as reflected in the Statement of Variability. A revised actuarial memorandum and rates supporting these changes have been included.

We look forward to receiving your acknowledgment of this informational filing.

Company and Contact

Filing Contact Information

Ramona Piercefield, Product & State Filing Analyst	Ramona.Piercefield@wslife.com
400 Broadway	800-446-0795 [Phone] 1873 [Ext]
Cincinnati, OH 45202	513-357-4123 [FAX]

Filing Company Information

Columbus Life Insurance Company	CoCode: 99937	State of Domicile: Ohio
400 East Fourth Street	Group Code: 836	Company Type: Life
Cincinnati, OH 45202	Group Name: West-Southern Group	State ID Number:
(800) 446-0795 ext. [Phone]	FEIN Number: 31-1191427	

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: \$50.00 per submission
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Columbus Life Insurance Company	\$50.00	04/07/2009	27017046

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	04/08/2009	04/08/2009

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Disposition

Disposition Date: 04/08/2009

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No
Supporting Document	Additional Actuarial Information		No
Supporting Document	Additional Actuarial Rate Information		No

