

SERFF Tracking Number: LFCR-126149883 State: Arkansas
Filing Company: Assurity Life Insurance Company State Tracking Number: 42443
Company Tracking Number: 15-288-02191 (5/09)
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: AL2100P-AR et al.
Project Name/Number: /

Filing at a Glance

Company: Assurity Life Insurance Company

Product Name: AL2100P-AR et al.

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: LFCR-126149883 State: ArkansasLH

SERFF Status: Closed State Tr Num: 42443

Co Tr Num: 15-288-02191 (5/09) State Status: Closed

Co Status: Reviewer(s): Marie Bennett

Author: Smith Darlene Disposition Date: 05/27/2009

Date Submitted: 05/20/2009 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/27/2009

Status of Filing in Domicile: Pending

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: 05/27/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

Please see Cover Letter

Company and Contact

Filing Contact Information

(This filing was made by a third party - LCA01)

Karina Amaral, Compliance Analyst 1 -

karina.amaral@lifecareassurance.com

Advertising

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21600 Oxnard Street (818) 867-2307 [Phone]
Woodland Hills, CA 91367 (818) 867-2508[FAX]

Filing Company Information

Assurity Life Insurance Company CoCode: 71439 State of Domicile: Nebraska
Long Term Care Administrative Office Group Code: 3910 Company Type:
P.O. Box 4243
Woodland Hills, CA 91365-4243 Group Name: Assurity Security Grp State ID Number:
(818) 867-2450 ext. [Phone] FEIN Number: 38-1843471

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25.00 per form/1 form filed
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------------------------------|---------|----------------|---------------|
| Assurity Life Insurance Company | \$25.00 | 05/20/2009 | 28001344 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|---------------|------------|----------------|
| Filed-Closed | Marie Bennett | 05/27/2009 | 05/27/2009 |

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Disposition

Disposition Date: 05/27/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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| Item Type | Item Name | Item Status | Public Access |
|---------------------|-----------------|-------------|---------------|
| Supporting Document | Cover Letter | | Yes |
| Form | LTC Consumer Ad | | Yes |

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Form Schedule

Lead Form Number: 15-288-02191 (5/09)

| Review Status | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------|---------------------|-------------|-----------------|---------|----------------------|-------------|--------------------------------------------------------|
| | 15-288-02191 (5/09) | Advertising | LTC Consumer Ad | Initial | | 0 | 15-288-02191 LTC Consumer MakesCents final 5-18-09.pdf |

It Just Makes Cents!

Could you afford \$77,745 a year for care for you or your spouse?¹



That's the average cost of nursing facility care today. Won't happen to you? Seventy percent of people over age 65 will require long-term care.²

It just makes *cents* to plan ahead with **AssurityBalance[®] Long-Term Care Insurance**. You choose the coverage – home care, assisted living and/or a nursing facility.

Call today if you:

- Have assets and income to protect
- Don't want to be a burden to your family
- Want to make your own decisions and choose a facility where you will receive high-quality care
- Are interested in up to an 80 percent discount for you and a second insured living in your household

**Act today!
Lock in lower rates
now before a health
issue keeps you
from qualifying!**

Product availability, rates and features may vary by state.

For costs and further details of coverage, including exclusions and reductions or limitations and the terms under which the policy may be continued in force, contact a representative/agent or Assurity Life to review the contract. A licensed insurance representative/agent may contact you.

Coverage provided by Policy Form Nos. AL2100P et al. (In ID, AL2100P-ID; in NC, AL2100P-NC; in PA, AL2100P-PA; and in TX, AL2100P-TX), underwritten by Assurity Life Insurance Company, Lincoln, Nebraska.

For more information, please contact:

1. Figure represents national average per year for care in a nursing home. MetLife Market Survey of Nursing Home and Home Health Care, Sept. 2007

2. U.S. Department of Health and Human Services (www.longtermcare.gov/LTC), May 2009

15-288-02191 (5/09) The purpose of this material is the solicitation of insurance.


Assurity[®]
Life Insurance Company
PO Box 82533
Lincoln, NE 68501-2533
www.assurity.com

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Rate Information

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Supporting Document Schedules

Review Status:

Satisfied -Name: Cover Letter

05/12/2009

Comments:

Attachment:

AR DOI Cover 5-12-09.pdf



Long Term Care Administrative Office
21600 Oxnard Street, Suite 1500
Mailing Address: Post Office Box 4243
Woodland Hills, CA 91365-4243

An Assurity Security Group Inc. Company
(888) 505-3980 • Fax (818) 887-4595

May 12, 2009

Harris Shearer
Rate and Form Analyst
Arkansas Department of Insurance
Life and Health Division
1200 West Third Street
Little Rock, Arkansas 72201-1904

RE: ASSURITY LIFE INSURANCE COMPANY – NAIC # 71439
Submission of Advertising Materials To Be Used with
Long Term Care Policy Form AL2100P-AR et al.

15-288-02191 (5/09) LTC Consumer Ad

Dear Mr. Shearer,

The enclosed advertising material is being submitted for your review and approval. This piece is intended to be an “invitation to inquire” about Assurity Life Insurance Company’s Long-Term Care Insurance product.

Thank you very much for your assistance with this submission. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Karina Amaral". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Karina Amaral
Compliance Analyst
(800) 366-5463, ext. 2307
Karina.Amaral@LifeCareAssurance.com

Attachment