

SERFF Tracking Number: AMFA-126235580 State: Arkansas  
Filing Company: The Union Central Life Insurance Company State Tracking Number: 43018  
Company Tracking Number: UCL WHOLE LIFE-GROUP MARKETING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: UCL Whole Life-Group Marketing  
Project Name/Number: UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

## Filing at a Glance

Company: The Union Central Life Insurance Company

Product Name: UCL Whole Life-Group SERFF Tr Num: AMFA-126235580 State: Arkansas

Marketing

TOI: L08 Life - Other

SERFF Status: Closed-Accepted State Tr Num: 43018

For Informational Purposes

Sub-TOI: L08.000 Life - Other

Co Tr Num: UCL WHOLE LIFE-  
GROUP MARKETING State Status: Filed-Closed

Filing Type: Form

Authors: Cindy Meyer, Teri Tran

Reviewer(s): Linda Bird

Date Submitted: 07/23/2009

Disposition Date: 07/27/2009

Disposition Status: Accepted For  
Informational Purposes

Implementation Date Requested: 10/01/2009

Implementation Date:

State Filing Description:

## General Information

Project Name: UCL Whole Life-Group Marketing

Status of Filing in Domicile: Pending

Project Number: UCL Whole Life-Group Marketing

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 07/27/2009

Explanation for Other Group Market Type:

State Status Changed: 07/27/2009

Deemer Date:

Created By: Teri Tran

Submitted By: Teri Tran

Corresponding Filing Tracking Number:

Filing Description:

The Union Central Life Insurance Company

NAIC No.: 0943-80837

FEIN No.: 31-0472910

INFORMATIONAL FILING – ADDING MARKET ONLY

We are providing the following to your Department for informational purposes only.

SERFF Tracking Number: AMFA-126235580 State: Arkansas  
Filing Company: The Union Central Life Insurance Company State Tracking Number: 43018  
Company Tracking Number: UCL WHOLE LIFE-GROUP MARKETING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: UCL Whole Life-Group Marketing  
Project Name/Number: UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

Effective October 1, 2009, we will begin marketing our whole life products under sponsored arrangements. A sponsored arrangement includes a program under which an employer or an association permits group solicitation of employees or members for the purchase of insurance on an individual basis. For policies issued in a sponsored arrangement, premiums may be reduced to reflect the reduced sales and administrative effort.

The following policies, previously approved by your Department, will be impacted:

POLICY--DATE APPROVED --STATE TRACKING NO.  
UC 8612--08/20/2005--N/A  
8613--08/01/2008--39751

These policies are currently offered on an individual basis, and this was communicated to you in the original submissions.

This marketing initiative has no impact on the policy forms or actuarial material currently on file with your Department.

If you should have any questions, please do not hesitate to contact me at 1-800-745-1112, extension 87899, by fax at 402-467-7956, or e-mail ttran@ameritas.com.

## Company and Contact

### Filing Contact Information

Teri Tran, Contract Analyst ttran@ameritas.com  
5900 O Street 800-745-1112 [Phone] 87899 [Ext]  
P O Box 81889 402-467-7956 [FAX]  
Lincoln, NE 68501-1889

### Filing Company Information

The Union Central Life Insurance Company CoCode: 80837 State of Domicile: Nebraska  
5900 O Street Group Code: 943 Company Type:  
PO Box 81889 Group Name: UNIFI Companies State ID Number:  
Lincoln, NE 68510 FEIN Number: 31-0472910  
(800) 745-1112 ext. [Phone]

-----

## Filing Fees

SERFF Tracking Number: AMFA-126235580 State: Arkansas  
Filing Company: The Union Central Life Insurance Company State Tracking Number: 43018  
Company Tracking Number: UCL WHOLE LIFE-GROUP MARKETING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: UCL Whole Life-Group Marketing  
Project Name/Number: UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

Fee Required? No  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Union Central Life Insurance Company	\$0.00	07/23/2009	

SERFF Tracking Number: AMFA-126235580 State: Arkansas  
Filing Company: The Union Central Life Insurance Company State Tracking Number: 43018  
Company Tracking Number: UCL WHOLE LIFE-GROUP MARKETING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: UCL Whole Life-Group Marketing  
Project Name/Number: UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	07/27/2009	07/27/2009

*SERFF Tracking Number:* AMFA-126235580      *State:* Arkansas  
*Filing Company:* The Union Central Life Insurance Company      *State Tracking Number:* 43018  
*Company Tracking Number:* UCL WHOLE LIFE-GROUP MARKETING  
*TOI:* L08 Life - Other      *Sub-TOI:* L08.000 Life - Other  
*Product Name:* UCL Whole Life-Group Marketing  
*Project Name/Number:* UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

## **Disposition**

Disposition Date: 07/27/2009

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

*SERFF Tracking Number:* AMFA-126235580      *State:* Arkansas  
*Filing Company:* The Union Central Life Insurance Company      *State Tracking Number:* 43018  
*Company Tracking Number:* UCL WHOLE LIFE-GROUP MARKETING  
*TOI:* L08 Life - Other      *Sub-TOI:* L08.000 Life - Other  
*Product Name:* UCL Whole Life-Group Marketing  
*Project Name/Number:* UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification		No
<b>Supporting Document</b>	Application		No

SERFF Tracking Number: AMFA-126235580 State: Arkansas  
Filing Company: The Union Central Life Insurance Company State Tracking Number: 43018  
Company Tracking Number: UCL WHOLE LIFE-GROUP MARKETING  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: UCL Whole Life-Group Marketing  
Project Name/Number: UCL Whole Life-Group Marketing/UCL Whole Life-Group Marketing

## Supporting Document Schedules

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Flesch Certification		
<b>Bypass Reason:</b> Does not apply.		
<b>Comments:</b>		

	Item Status:	Status Date:
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> Does not apply.		
<b>Comments:</b>		