

SERFF Tracking Number: AEGJ-126252875 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 43114
Company Tracking Number: TLC OS 0709
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: TransCare
Project Name/Number: TLC OS 0709/TLC OS 0709

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TransCare SERFF Tr Num: AEGJ-126252875 State: ArkansasLH
TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 43114
Sub-TOI: LTC03I.001 Qualified Co Tr Num: TLC OS 0709 State Status: Closed
Filing Type: Advertisement Co Status: Reviewer(s): Marie Bennett
Authors: Julie Maclin, Joan Shumaker, Pamm Davis, Patsy Holt Disposition Date: 08/05/2009
Date Submitted: 08/03/2009 Disposition Status: Approved
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: TLC OS 0709 Status of Filing in Domicile: Not Filed
Project Number: TLC OS 0709 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Advertising not required to be filed in domicile (Iowa).
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 08/05/2009 Explanation for Other Group Market Type:
State Status Changed: 08/05/2009
Deemer Date: Corresponding Filing Tracking Number:
Filing Description:
Please see Cover Letter on Supporting Documentation tab.

Company and Contact

Filing Contact Information

Joan Shumaker, Advertising Manager jeshumaker@aegonusa.com

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P.O. Box 93007 (817) 285-3363 [Phone]
Hurst, TX 76053-3007 (817) 285-3394[FAX]

Filing Company Information

Transamerica Life Insurance Company CoCode: 86231 State of Domicile: Iowa
P O Box 93005 Group Code: 468 Company Type:
Hurst, TX 76053-3005 Group Name: State ID Number:
(800) 553-7600 ext. [Phone] FEIN Number: 39-0989781

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: 1 Adv form X \$25
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$25.00	08/03/2009	29596606

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Marie Bennett	08/05/2009	08/05/2009

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Disposition

Disposition Date: 08/05/2009

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: TLC OS 0709

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	TLC OS 0709	Advertising	Our Strength	Initial		0	111TLC OS 0709 filing.pdf

OUR COMPANY'S STRENGTH

Long Term Care insurance is only as good as the company behind it. Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance policies that give flexibility by providing benefits from a wide range of options. We design long term care insurance plans to meet lifestyle needs.

AGENT NAME:

CONTACT INFO.

LIC. #

AGENCY	RATING	DESCRIPTION
A.M. Best	A	Excellent (3rd of 16 categories)
Standard & Poor's	AA-	Very Strong (4th of 21 categories)
Moody's	A1	Good (5th of 21 categories)
Fitch	AA	Very Strong (3rd of 19 categories)

High Industry Ratings

Consistently high ratings are a direct reflection of the care with which we manage our business. Transamerica Life Insurance Company has received high ratings from the industry's most respected independent rating services.

Ratings and Analysis as of 2009.

Ratings shown represent current and independent opinions from the leading providers of ratings of insurance companies. After evaluating a company's financial condition and operating performance, these agencies assign ratings of a company's financial strength and ability to meet obligations to policyholders. These ratings are not a recommendation from the rating providers for any specific product or company. A.M. Best's A+ rating is the second highest of 16 ratings, Standard & Poor's AA rating is the third highest of 21 ratings, Moody's Aa3 rating is the fourth highest of 21 ratings, and Fitch's AA+ rating is the second highest of 24 ratings.



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Rate Information

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Supporting Document Schedules

Review Status:

Satisfied -Name: Cover Letter

08/03/2009

Comments:

Attachment:

AR OS ltr.pdf



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
800-553-7600, ext 3363
jeshumaker@aegonusa.com

August 3, 2009

Commissioner Julie Benafield Bowman
1200 West Third Street
Little Rock, AR 72201

RE: **Long Term Care Advertising**
NAIC #: 86231
FEIN #: 39-0989781
Form # / Description: TLC OS 0709 Institutional Advertisement

Dear Commissioner Bowman:

Enclosed is the referenced form submitted for your review and approval. This form is not intended to replace any advertising previously approved forms.

This form will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

It is our intention to use this form in both paper and electronic form.

Bracketed information is intended to be variable. The only variable is the product name, which can be any of the following:

TransCare®
TransCare Options®
Secure Path LTCi
Transitions by Transamericasm

We trust that this form will meet with your approval. If you have any questions, please let me know.

Sincerely,

A handwritten signature in cursive script that reads "Joan Shumaker".

Joan Shumaker
Advertising Manager
Transamerica Long Term Care Division