

SERFF Tracking Number: WSST-126228266 State: Arkansas
 Filing Company: Western-Southern Life Assurance Company State Tracking Number: 43199
 Company Tracking Number: 1001-304 WSA RDR
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: Return of Premium Rider/1001-304 WSA RDR/WSLAC/RP
 Project Name/Number: Return of Premium Rider/1001-304 WSA RDR/WSLAC/RP/1001-304 WSA RDR

Filing at a Glance

Company: Western-Southern Life Assurance Company

Product Name: Return of Premium Rider/1001- SERFF Tr Num: WSST-126228266 State: Arkansas

304 WSA RDR/WSLAC/RP

TOI: L08 Life - Other

SERFF Status: Closed-Approved- State Tr Num: 43199
 Closed

Sub-TOI: L08.000 Life - Other

Co Tr Num: 1001-304 WSA RDR State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Megan Thomas, Nikki

Disposition Date: 08/12/2009

Lape, Ramona Piercefield

Date Submitted: 08/12/2009

Disposition Status: Approved-
 Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Return of Premium Rider/1001-304 WSA
 RDR/WSLAC/RP

Status of Filing in Domicile: Pending

Project Number: 1001-304 WSA RDR

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: This filing has been
 submitted in our domicile state, Ohio, and is
 pending a disposition.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/12/2009

Explanation for Other Group Market Type:

State Status Changed: 08/12/2009

Deemer Date:

Created By: Ramona Piercefield

Submitted By: Ramona Piercefield

Corresponding Filing Tracking Number:

Filing Description:

RE: 1001-304 WSA RDR - Return of Premium Rider

FEIN 31-1000236

Western-Southern Life Assurance Company – NAIC Code 92622

Filing for Actuarial Guideline CCC - Mandatory Compliance Effective 1/1/2010

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The above referenced form is being submitted in final print for review and approval. This rider is intended to replace form 0801-304 WSA RDR, which was approved for use in your state on 11/14/2007.

Description of Rider

Rider 1001-304 WSA RDR is a Return of Premium Rider. This rider will return the annual premiums paid for the base policy and this rider to the policyholder at the end of the initial term period, provided the policyholder is still living and the policy remains in force. Premiums for substandard table ratings, flat extras, and all other riders are not included in the return of premium. The rider is available only at issue.

Actuarial Guideline CCC

The filing supports compliance with new Actuarial Guidelines CCC for the ROP rider, effective January 1, 2010, including removing the words "following the fifth policy anniversary" from the Cash Surrender of the Policy provision.

Previously Approved Forms to be Used With Rider

This rider will be used with the following previously approved policy forms and other policies that may be approved by your Department.

Form No. Form Description Approval Date State Filing No.

0701-307 WSA AR Renewable and Convertible Term Policy 09/29/2006 33837
0701-307-U WSA AR Renewable and Convertible Term Policy 09/28/2006 33838

Actuarial Memorandum

An actuarial memorandum is attached for the rider, including any additional demonstrations.

Format and Signature Changes

Our printers use various fonts and layouts; therefore, we reserve the right to format the pages of this form to conform to the printer's requirements. No change in language will occur, only a possible break or renumbering of a page. In addition, we also reserve the right to correct any inconsequential typographical errors that may be detected after approval; such as, misspelled words, spacing, or punctuation errors.

We look forward to your review and approval of this filing

Company and Contact

Filing Contact Information

Ramona Piercefield, Product & State Filing Analyst
Ramona.Piercefield@wslife.com

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400 Broadway 800-446-0795 [Phone] 1873 [Ext]
 Cincinnati, OH 45202 513-357-4123 [FAX]

Filing Company Information

Western-Southern Life Assurance Company CoCode: 92622 State of Domicile: Ohio
 400 Broadway Group Code: 836 Company Type: Life
 Cincinnati, OH 45202 Group Name: West-Southern State ID Number:
 Group
 (800) 446-0795 ext. [Phone] FEIN Number: 31-1000236

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50.00 per submission x 1 submission = \$50.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Western-Southern Life Assurance Company	\$50.00	08/12/2009	29796855

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/12/2009	08/12/2009

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Disposition

Disposition Date: 08/12/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Actuarial Memorandum & Demonstration		No
Supporting Document	Previously Approved Data Pages		Yes
Form	Return of Premium Rider		Yes

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Form Schedule

Lead Form Number: 1001-304 WSA RDR

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	1001-304 WSA RDR	Policy/Cont ract/Fraternal Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		54.000	1001-304 WSA RDR.pdf

Western-Southern Life Assurance Company

Return of Premium Rider

Introduction

This rider provides a limited return of premium benefit. The effective date of this rider is the Policy Date.

Until the First Expiration Date, so long as the policy remains in force during the Initial Term, this rider must also be continued in force. Except for a termination as described in *When This Rider Ends*, below, you may not terminate this rider prior to the First Expiration Date.

Return of Premium Benefit

The "Premium Return Amount" is determined as of the First Expiration Date of the policy and is equal to the Premium Return Amount shown on the Data Page for the Return of Premium Rider, subject to the terms and exclusions set forth below. (See ***Return of Premium Exclusions***.) The Premium Return Amount assumes all premiums under the policy and this rider have been paid when due under an Annual mode of payment. If premiums are paid on other than an Annual mode, the Premium Return Amount will be less than the actual premiums paid.

On the First Expiration Date, we will pay the Premium Return Amount to the Owner, provided that on the First Expiration Date:

- (1) The Insured is alive;
- (2) The policy and this rider are in full force, as defined in the policy; and
- (3) All premiums under the policy, including all premiums for this rider, have been paid when due according to the terms and requirements of the policy.

Upon payment of the Premium Return Amount, your policy will continue in force so long as the policy is renewed and premiums are paid according to the terms and requirements of the policy; however, this rider and all benefits under this rider will end and no further premium payments will be required for this rider.

Return of Premium Exclusions

The Premium Return Amount does not include: (i) the amount of any premium paid for the base policy and this rider due to a substandard rating that exceeds the premium payable if the policy were rated standard and without extras; or (ii) any premiums paid for any other riders attached to the policy; or (iii) premiums paid in excess of those that would be paid under an Annual mode of premium.

Cash Value

During the Initial Term, the policy will accumulate cash value as a result of this rider. The Table of Values shown on the Data Page for the Return of Premium Rider shows the cash value on certain policy anniversaries. It assumes that all premiums have been paid when due and according to the terms and requirements of the policy. There is no cash value before the first anniversary for which a cash value is shown. Upon payment of the Premium Return Amount, the cash value will be reduced to zero.

Between anniversaries, allowance will be made for the period of time since the last anniversary and the premiums paid. We will tell you what the cash value is any time you ask us.

The cash value within 60 days after the due date of an unpaid premium will not be less than it was on that due date. If the policy is in force as paid-up insurance, the cash value within 31 days after an anniversary will not be less than it was on that anniversary date.

Cash Surrender of the Policy

At any time while the policy continues in force, and prior to the First Expiration Date, the Owner may terminate and surrender the policy for its cash value as of the date of surrender by sending a written request to our Home Office.

The surrender will be effective on the date we receive your written request at our Home Office. We may ask you to send us the policy for surrender. However, our failure to have you send the policy does not mean we will keep the policy in force.

The Company reserves the right to delay surrender of the policy for its cash value for up to six months in those states where applicable law allows the Company to reserve such right.

Exchanging the Policy

The policy to which this rider is attached may be convertible and have an exchange provision. If you convert the policy by exchanging it for a different policy on the life of the Insured, we will pay you the cash value and this rider will terminate.

What Happens if Premiums are not Paid

If a premium is not paid by the end of the grace period in the policy, the policy and any riders will lapse as of the premium due date. If there is no cash value, the policy and any riders will terminate.

If the policy has a cash value when it lapses, you may surrender it for cash or you may continue it as paid-up insurance. See ***Cash Surrender of the Policy***. If you do not surrender the policy, the cash value will be used as a net single premium to buy paid-up insurance at the Insured's age on the date of lapse.

Paid-up insurance is a level amount of life insurance. Coverage begins on the date of lapse and continues in force for the Insured's lifetime. The paid-up insurance benefit is the amount of permanent life insurance that the cash value will buy when applied as a net single premium using the Basis of Values Mortality Table shown on the Data Page for the Return of Premium Rider (see ***Basis of Values***). The Table of Values shown on the Data Page for the Return of Premium Rider shows the amount of paid-up insurance for each of the cash values shown in the Table. If the policy is in force as paid-up insurance, the Death Benefit will be the amount of that paid-up insurance.

Paid-up insurance may be surrendered at any time for its cash value. In this event, the cash value will equal the net single premium for such insurance, computed at the Insured's then attained age at the time of surrender. We will furnish the amount of such cash value upon request.

Premiums

The premiums for this rider are payable together with, in addition to and in the same manner as the premiums for the policy. Premiums for this rider are payable during the Initial Term of the policy only and are shown on the Data Page for the Policy.

Reinstatement

If the policy and this rider should lapse, you may reinstate this rider with the policy within five years after the date of lapse on the same terms and conditions applicable to reinstating the policy. If you choose to reinstate the base policy, you must also reinstate this rider. However, this rider cannot be reinstated beyond the First Expiration Date and you may not reinstate this rider if the policy has been surrendered.

When this Rider Ends

This rider will terminate only upon the first to occur of the following events:

- (1) On the death of the Insured;
- (2) Upon surrender of the policy for its cash value;
- (3) On the First Expiration Date; or
- (4) Upon termination of the policy for any reason other than the death of the Insured.

Basis of Values

For the purposes of calculating cash values, this rider is combined with the base policy. The method used meets the requirements of the state where the policy was delivered. We use the Basis of Values Mortality Table and Basis of Values Interest Rate specified on the Data Page for the Return of Premium Rider. Continuous functions are used. The same table and rate are used to determine the net single premium and cash value of any paid-up insurance benefits.

The cash value of paid-up insurance will at all times be equal to the net single premium for the insurance.

We have filed a detailed statement of the method we use to determine values with the state where the policy was delivered. All values are equal to or more than those required by the laws of that state.

Incontestability

We will not contest the validity of this rider, except for the failure to pay premiums, after it has been in effect during the lifetime of the Insured for a period of two years from the Policy Date or the last date of reinstatement.

Policy Terms

This rider is attached to and made a part of the policy. The terms and definitions of the base policy apply to this rider except to the extent they are in conflict with the terms of this rider. This rider is issued at a nonparticipating premium rate and shall not share in our surplus earnings.

[SPECIMEN
John A. Smith
Secretary

SPECIMEN
John A. Smith
President and
Chief Executive Officer]

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification Comments: Attachment: AR1ReadingEaseCert 1001-304 WSA RDR.pdf		

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

	Item Status:	Status Date:
Satisfied - Item: Previously Approved Data Pages Comments: Attachments: 0701-307 WSA AR ROP Data Page.pdf 0701-307-U WSA AR ROP Unisex Data Page.pdf		

STATE OF ARKANSAS
READING EASE CERTIFICATION

RE: 1001-304 WSA RDR – Return of Premium Rider

This is to certify that the attached policy form(s) has (have) achieved a Flesch Reading Ease Score as follows:

Form Number	Readability Score
1001-304 WSA RDR	54

and comply(ies) with the requirements of Ark. Stat. Ann. sections 66-3251 through 66-3258, cited as the Life and Disability Insurance Policy Language Simplification Act.

Western-Southern Life Assurance Company



Ramona Piercefield
Jr. Product & State Filing Analyst

Date: 07/31/2009

AR-1

Data Page (continued)

Return of Premium Rider

Premium Return Amount: \$14,600.00

Table of Values

Policy Anniversary At Age	Cash Value	Paid-Up Insurance
36	0	0
37	0	0
38	0	0
39	531.44	3,024.00
40	1,105.95	6,033.00
41	1,712.58	8,955.00
42	2,350.60	11,786.00
43	3,025.12	14,548.00
44	3,731.76	17,220.00
45	4,474.90	19,819.00
46	5,259.65	22,367.00
47	6,088.20	24,867.00
48	6,956.17	27,293.00
49	7,879.62	29,698.00
50	8,847.60	32,034.00
51	9,869.60	34,334.00
52	10,958.03	36,637.00
53	12,101.94	38,902.00
54	13,315.20	41,172.00
55	14,600.00	43,451.00
56 and later	0	0

Basis of Values Mortality Table: Commissioners 2001 Standard Ordinary Mortality Table

Basis of Values Interest Rate: 5.00 %

Data Page (continued)

Return of Premium Rider

Premium Return Amount: \$14,220.00

Table of Values

Policy Anniversary At Age	Cash Value	Paid-Up Insurance
36	0	0
37	0	0
38	0	0
39	494.86	2,892.00
40	1,059.39	5,934.00
41	1,650.94	8,865.00
42	2,274.49	11,710.00
43	2,929.32	14,464.00
44	3,621.83	17,157.00
45	4,344.21	19,749.00
46	5,114.93	22,323.00
47	5,921.21	24,817.00
48	6,765.88	27,236.00
49	7,664.58	29,636.00
50	8,617.32	32,009.00
51	9,612.72	34,310.00
52	10,672.82	36,616.00
53	11,786.96	38,885.00
54	12,968.64	41,159.00
55	14,220.00	43,443.00
56 and later	0	0

Basis of Values Mortality Table: Commissioners 2001 Standard Ordinary Mortality Table

Basis of Values Interest Rate: 5.00 %