

SERFF Tracking Number:	FBLA-126314566	State:	Arkansas
Filing Company:	EquiTrust Life Insurance Company	State Tracking Number:	43592
Company Tracking Number:	ET-IMVA (07-09)		
TOI:	A02I Individual Annuities- Deferred Non-Variable	Sub-TOI:	A02I.002 Flexible Premium
Product Name:	ET-IMVA (07-09)		
Project Name/Number:	ET-IMVA (07-09)/ET-IMVA (07-09)		

Filing at a Glance

Company: EquiTrust Life Insurance Company

Product Name: ET-IMVA (07-09)

TOI: A02I Individual Annuities- Deferred Non-Variable

Sub-TOI: A02I.002 Flexible Premium

Filing Type: Form

SERFF Tr Num: FBLA-126314566 State: Arkansas

SERFF Status: Closed-Approved- Closed State Tr Num: 43592

Co Tr Num: ET-IMVA (07-09)

State Status: Approved-Closed

Reviewer(s): Linda Bird

Authors: Shawna Greenway, Stacie Baker Disposition Date: 09/28/2009

Date Submitted: 09/24/2009

Disposition Status: Approved-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: ET-IMVA (07-09)

Project Number: ET-IMVA (07-09)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/28/2009

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 09/18/2009

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 09/28/2009

Created By: Stacie Baker

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Shawna Greenway

Filing Description:

Enclosed for your review is the above referenced form for EquiTrust Life Insurance Company.

Form number ET-IMVA (07-09), Market Value Adjustment Rider, is new and does not replace any previously approved form. This rider provides for a Market Value Adjustment to be applied to amounts surrendered or withdrawn from the contract it is attached to. The Market Value Adjustment will apply only when a Surrender Charge is deducted. The rider has not been, nor is it required to be filed with the SEC. No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

<i>SERFF Tracking Number:</i>	<i>FBLA-126314566</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>EquiTrust Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43592</i>
<i>Company Tracking Number:</i>	<i>ET-IMVA (07-09)</i>		
<i>TOI:</i>	<i>A02I Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A02I.002 Flexible Premium</i>
<i>Product Name:</i>	<i>ET-IMVA (07-09)</i>		
<i>Project Name/Number:</i>	<i>ET-IMVA (07-09)/ET-IMVA (07-09)</i>		

The Market Value Adjustment Rider may be issued with previously approved contract forms. If used, this rider will automatically be attached at issue. The rider will never be issued as a stand-alone form and will always be issued in conjunction with an approved contract form. There is no charge for this rider. This rider will only be attached at issue. Please see the Statement of Variability and the Actuarial Memorandum for additional explanation.

The previously-approved contracts that may be used with this rider are as follows:

Form Number: Approval Date:
 ET-EIA-2000(02-05) 2/11/2005
 ET-MK7-2000(02-05) 2/23/2005
 ET-MPP-2000(02-05) 3/8/2005
 ET-MKB-2000(07-05) 8/15/2005
 ET-MTA-2000(06-07) 6/12/2007
 ET-MTB-2000(06-07) 6/12/2007
 ET-STS-2000(03-06) 4/4/2006

This form is submitted in final printed format except for slight font and formatting variations which may occur due to production on our high-speed mainframe printer. The company takes care to assure that the impact of printer-based variations is minimized.

Your prompt review of this form is greatly appreciated. If you have any questions, please feel free to contact me at the telephone number or email address on SERFF.

Company and Contact

Filing Contact Information

Shawna Greenway, Senior Product Analyst II	sgreenway@fbfs.com
5400 University Avenue	515-226-6219 [Phone]
West Des Moines, IA 50266-5997	515-226-6537 [FAX]

Filing Company Information

EquiTrust Life Insurance Company	CoCode: 62510	State of Domicile: Iowa
5400 University Avenue	Group Code: 513	Company Type: stock
West Des Moines, IA 50266-5997	Group Name:	State ID Number:
(515) 225-5400 ext. [Phone]	FEIN Number: 42-1468417	

SERFF Tracking Number: FBLA-126314566 *State:* Arkansas
Filing Company: EquiTrust Life Insurance Company *State Tracking Number:* 43592
Company Tracking Number: ET-IMVA (07-09)
TOI: A021 Individual Annuities- Deferred Non-Variable *Sub-TOI:* A021.002 Flexible Premium
Product Name: ET-IMVA (07-09)
Project Name/Number: ET-IMVA (07-09)/ET-IMVA (07-09)

Filing Fees

Fee Required? Yes
 Fee Amount: \$20.00
 Retaliatory? No
 Fee Explanation: One non-policy form filed separately.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
EquiTrust Life Insurance Company	\$20.00	09/24/2009	30818727

<i>SERFF Tracking Number:</i>	<i>FBLA-126314566</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>EquiTrust Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43592</i>
<i>Company Tracking Number:</i>	<i>ET-IMVA (07-09)</i>		
<i>TOI:</i>	<i>A021 Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A021.002 Flexible Premium</i>
<i>Product Name:</i>	<i>ET-IMVA (07-09)</i>		
<i>Project Name/Number:</i>	<i>ET-IMVA (07-09)/ET-IMVA (07-09)</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	09/28/2009	09/28/2009

Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Supporting Document	SStatement of Variability	Shawna Greenway	09/24/2009	09/24/2009

SERFF Tracking Number: FBLA-126314566 *State:* Arkansas
Filing Company: EquiTrust Life Insurance Company *State Tracking Number:* 43592
Company Tracking Number: ET-IMVA (07-09)
TOI: A021 Individual Annuities- Deferred Non- *Sub-TOI:* A021.002 Flexible Premium
Variable
Product Name: ET-IMVA (07-09)
Project Name/Number: ET-IMVA (07-09)/ET-IMVA (07-09)

Disposition

Disposition Date: 09/28/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: FBLA-126314566 *State:* Arkansas
Filing Company: EquiTrust Life Insurance Company *State Tracking Number:* 43592
Company Tracking Number: ET-IMVA (07-09)
TOI: A021 Individual Annuities- Deferred Non-Variable *Sub-TOI:* A021.002 Flexible Premium
Product Name: ET-IMVA (07-09)
Project Name/Number: ET-IMVA (07-09)/ET-IMVA (07-09)

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	SStatement of Variability		Yes
Form	Market Value Adjustment Rider		Yes

SERFF Tracking Number: FBLA-126314566 *State:* Arkansas
Filing Company: EquiTrust Life Insurance Company *State Tracking Number:* 43592
Company Tracking Number: ET-IMVA (07-09)
TOI: A02I Individual Annuities- Deferred Non- *Sub-TOI:* A02I.002 Flexible Premium
Variable
Product Name: ET-IMVA (07-09)
Project Name/Number: ET-IMVA (07-09)/ET-IMVA (07-09)

Amendment Letter

Submitted Date: 09/24/2009

Comments:

This statement of variability should have been submitted to the original supporting documents tab.

Changed Items:

Supporting Document Schedule Item Changes:

User Added -Name: SStatement of Variability

Comment:

Statement of Variability.pdf

EquiTrust Life Insurance Company®
West Des Moines, Iowa 50266

This Rider is attached to and made part of the Contract to which it is attached. If any provisions of the Contract conflict with the Rider, the provisions of the Rider will apply.

Market Value Adjustment Rider for [ET-ABC-2000(01-09)]

The section of your Contract titled "Section 5.2 Cash Surrender Value" is deleted in its entirety and replaced with:

Section 5.2 Cash Surrender Value - At any time on or prior to the Income Date, you may ask, in a form acceptable to us, to receive the Contract's full Cash Surrender Value in a single sum. The Cash Surrender Value of this Contract equals the greater of: (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value less a Surrender Charge in effect at the time of surrender, plus the Market Value Adjustment described in this Rider.

In no event will the Cash Surrender Value be less than the Minimum Guaranteed Contract Value. Upon full Cash Surrender, this Contract will cease to have any further value.

The section of your Contract titled "Section 5.5 Market Value Adjustment" is deleted in its entirety and replaced with:

Section 5.5 Market Value Adjustment - We may apply a Market Value Adjustment (MVA) to amounts withdrawn or surrendered from this Contract. An MVA will apply only when a Surrender Charge is deducted.

The Market Value Adjustment is calculated by multiplying the MVA Factor by the amount withdrawn or surrendered (after reduction for any Surrender Charges). The MVA Factor is equal to:

$$[(1 + s) / (1 + c + 0.005)]^{n/12} - 1$$

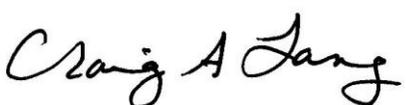
Where:

s = the 1-Year Interest Account Initial Interest Rate offered on this Contract on the Effective Date.

c = the current 1-Year Interest Account Initial Interest Rate offered for new issues of this Contract at the time of MVA calculation. If this Contract is no longer available for sale, this rate will be declared by Us.

n = the number of complete months until the end of the MVA Duration.

The MVA can be positive or negative. The MVA Factor, either positive or negative, will be limited to the difference between the current 1-Year Interest Account Interest Rate at the time of MVA calculation and the Minimum Guaranteed Interest Rate. In no case will the MVA cause the Cash Surrender Value to be greater than the Accumulation Value or less than the Minimum Guaranteed Contract Value.

{  }

President

<i>SERFF Tracking Number:</i>	<i>FBLA-126314566</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>EquiTrust Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>43592</i>
<i>Company Tracking Number:</i>	<i>ET-IMVA (07-09)</i>		
<i>TOI:</i>	<i>A021 Individual Annuities- Deferred Non-Variable</i>	<i>Sub-TOI:</i>	<i>A021.002 Flexible Premium</i>
<i>Product Name:</i>	<i>ET-IMVA (07-09)</i>		
<i>Project Name/Number:</i>	<i>ET-IMVA (07-09)/ET-IMVA (07-09)</i>		

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item:	Flesch Certification	
Comments:		
Attachment:		
Readability Cert.pdf		

	Item Status:	Status Date:
Satisfied - Item:	Application	
Comments:		
The application that will be used to apply for policies that will have this rider attached was approved by your department on 4/10/2006 under SERFF filing # SERT-6NAT5F415.		

	Item Status:	Status Date:
Satisfied - Item:	Statement of Variability	
Comments:		
Attachment:		
Statement of Variability.pdf		

EquiTrust Life Insurance Company

READABILITY CERTIFICATION

I hereby certify the accuracy of the Flesch reading ease test score for the following policy forms. The forms are in at least 10 (ten) point type, 2 (two) point leaded.

<u>TITLE</u>	<u>FORM NUMBER</u>	<u>FLESCH SCORE</u>
Market Value Adjustment Rider	ET-IMVA (07-09)	50.8

Signature:

A handwritten signature in black ink, appearing to read 'Ana B.', followed by a long horizontal line extending to the right.

**Ana Bumgardner
Vice President, Annuity Product Management**

Date: September 4, 2009

**Summary of Variable Material
Market Value Adjustment Rider
Form ET-IMVA (07-09)**

Explanation of Variable Material: All variable material is shown contained in brackets in the Rider.

Contract Number	This field will vary based on the contract number that it may be attached to.
Officer Signature	We may change the Officer Signature to reflect the company's management.