

SERFF Tracking Number: GRWE-126312295 State: Arkansas
Filing Company: Great-West Life & Annuity Insurance Company State Tracking Number: 43542
Company Tracking Number: J379R
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: J379r
Project Name/Number: J379r/J379r

Filing at a Glance

Company: Great-West Life & Annuity Insurance Company

Product Name: J379r

SERFF Tr Num: GRWE-126312295 State: Arkansas

TOI: L08 Life - Other

SERFF Status: Closed-Approved-
Closed State Tr Num: 43542

Sub-TOI: L08.000 Life - Other

Co Tr Num: J379R

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Author: Alicia Uttley

Disposition Date: 09/22/2009

Date Submitted: 09/21/2009

Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: J379r

Status of Filing in Domicile: Not Filed

Project Number: J379r

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Exempt in state of
domicile.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 09/22/2009

Explanation for Other Group Market Type:

State Status Changed: 09/22/2009

Deemer Date:

Created By: Alicia Uttley

Submitted By: Alicia Uttley

Corresponding Filing Tracking Number:

Filing Description:

Individual Life Submission, Fixed Account Option Endorsement, Form J379r for recently approved Variable Life Insurance Policies.

Company and Contact

Filing Contact Information

Alicia Uttley, Compliance Analyst

alicia.uttley@gwl.com

8515 E. Orchard Rd.

303-737-6793 [Phone]

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8T2 303-737-5434 [FAX]
 Greenwood Village , CO 80110

Filing Company Information

Great-West Life & Annuity Insurance Company CoCode: 68322 State of Domicile: Colorado
 8515 East Orchard Road Group Code: 769 Company Type:
 Greenwood Village, CO 80111 Group Name: State ID Number:
 (303) 737-3992 ext. [Phone] FEIN Number: 84-0467907

Filing Fees

Fee Required? Yes
 Fee Amount: \$20.00
 Retaliatory? No
 Fee Explanation: 1 form x 20.00 = 20.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great-West Life & Annuity Insurance Company	\$20.00	09/21/2009	30696935

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	09/22/2009	09/22/2009

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Disposition

Disposition Date: 09/22/2009

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		No
Supporting Document	Application		No
Supporting Document	Cover Letter		Yes
Form	Fixed Account Option Endorsement		Yes

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Form Schedule

Lead Form Number: J379r

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	J379r	Policy/Cont	Fixed Account Option ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial			Fixed Account Endorsement. pdf

FIXED ACCOUNT OPTION ENDORSEMENT

THIS ENDORSEMENT IS ISSUED BY GREAT-WEST LIFE & ANNUITY INSURANCE COMPANY AS PART OF THE POLICY TO WHICH IT IS ATTACHED. THE PROVISIONS OF THE POLICY APPLY TO THE ENDORSEMENT UNLESS OTHERWISE STATED HEREIN. ALL PROVISIONS OF THE CONTRACT THAT DO NOT CONFLICT WITH THE ENDORSEMENT APPLY TO THIS ENDORSEMENT.

FIXED ACCOUNT DESCRIPTION

The Fixed Account is a division of the Company's General Account that provides a fixed interest rate. This account is not part of and does not depend on the investment performance of the Variable Account.

The maximum allowed into the Fixed Account by any Owner may be limited by the Company.

PREMIUMS

Premiums will be allocated into the Fixed Account as directed by the Owner. The Company can prohibit additional premiums.

OWNERSHIP OF FIXED ACCOUNT

The Company has absolute ownership of the assets of the Fixed Account. Except as limited by law, the Company has sole control over the investment of the General Account Assets. The Owner does not share in the investment experience of the General Account, but is allowed to allocate and Transfer Policy Value into the Fixed Account.

POLICY ACCOUNT VALUE

The Policy Account Value is the Sub-Account Value plus the Fixed Account Value.

FIXED ACCOUNT VALUE

On any day, the Fixed Account Value is

- Premiums allocated to the Fixed Account; plus
- Sub-Account Value transferred to the Fixed Account; plus
- interest credited to the Fixed Account; minus
- Partial withdrawals from the Fixed Account including any applicable partial withdrawal charges; minus

- Transfers from the Fixed Account, including any applicable Transfer charges.

During any policy month the Fixed Account Value will be calculated on a consistent basis. For purposes of crediting interest, policy value deducted, transferred or withdrawn from the Fixed Account is accounted for on a first in first out basis.

FIXED ACCOUNT INTEREST

The interest rate credited to the Policy Value Account in the Fixed Account is set by the Company but is guaranteed to be at least 3%. We may credit interest at rates higher than the minimum guaranteed rate. We will review the interest rate at least once a year, but at the Company's discretion. We may reset the interest rate monthly.

EFFECT OF A LOAN

When a policy loan is made, funds are transferred out of the Series Account or Fixed Account and into the Loan Account. When a policy loan is repaid, the amount of repayment is added according to current Premium allocations to the Series Account and Fixed Account.

A loan, whether or not repaid, will have a permanent effect on the Cash Surrender Value and on the Death Benefit, as described in this policy. If not repaid, any indebtedness will reduce the amount of Death Benefit Proceeds and the amount available upon surrender of this policy.

A policy loan will not be treated as a taxable distribution under Section 72 unless:

- this policy is surrendered or lapsed while there is an outstanding loan; or

- this policy is a modified endowment contract.

If this policy is a modified endowment contract, a 10% penalty will apply to the amount of the loan included as gross income unless the loan is made after the date the Owner becomes 59½ or becomes disabled.

TRANSFERS

The Owner may make Transfers by Request, but no more frequently than every 60 days. The following provisions apply:

- (a) While this policy is in force, the Owner, by request may Transfer all or a portion of the Sub-Account Value among the Investment Divisions currently offered by the Company.
- (b) A Transfer will be effective upon the Transaction Date.

A Transfer out of the Fixed Account may only be made one time during a 365 day period and is limited to the greater of the maximum of 25% of the balance of the Fixed Account or the amount of the Transfer from the previous 365 day period.

A loan and a 1035 exchange will both be considered a Transfer.

Signed for Great-West Life & Annuity Insurance Company on the Issue Date of the policy (unless a different date is shown here)



[Mitchell T.G. Graye]
[President and Chief Executive Officer]

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification		
Bypass Reason: Not applicable. This is endorsement to recently approved variable policies which have been registered with the SEC. This endorsement will become part of those policies. These policies are exempt from these requirements.		

Comments:

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: Policies already filed and approved. This is only an endorsement to those policies.		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Cover Letter		
Comments:		
Attachment: AR.pdf		



8515 East Orchard Road
Greenwood Village, CO 80111 Tel. (303) 737-3000
Address mail to: P.O. Box 1700, Denver, CO 80201
www.gwla.com

September 21, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

NAIC # 769-68322

**RE: Individual Life Insurance Submission
Fixed Account Option Endorsement, Form J379r**

Enclosed for your review is the above referenced form and pertinent documentation. This form, once approved, will replace J379 approved in your state on October 14, 2008, SERFF # GRWE-125847962.

This endorsement expands the investment options in our Variable Life policies, J355-cso approved in your state on June 4, 2008, SERFF file number GRWE-1256682163, and PPVULsa-cso approved in your state on June 9, 2008, SERFF file number GRWE-125682152 to allow the policy owner to now direct premiums into a fixed account.

The only differences between this Endorsement and the one recently approved by your state are:

- A 1035 Exchange will be considered a Transfer; and
- The maximum allowed into the Fixed Account by any Owner may be limited by the Company.

The J355app and PPVUL app will be used to select this option. The investment allocation page on these applications was filed and approved as variable allowing investment options to change without re-filing. Application J355app3sa was approved in your state on October 7, 2006, SERFF File number USPH-6U9Q8H916. Application PPVULapp was approved in your state on February 8, 2005, SERFF File number 69DVK5447.

The form submitted:

- **is in final printed form;**
- is being submitted in all states where we are licensed;
- scores in excess of 50 using the Flesch Reading Ease Test; and
- is exempt from filing in Colorado, our state of domicile, pursuant to Regulation 5-92. Colorado requires a fee to be paid each February 28th based on our Company's direct written premium. If appropriate, a retaliatory fee has been paid in your state in conjunction with your annual premium tax return.

To the best of our knowledge, this submission complies with your state laws and regulations. We look forward to your approval.

Sincerely,

A handwritten signature in black ink that reads "Tanya D. Gonzales". The signature is written in a cursive style with a large initial 'T' and a decorative flourish at the end.

Tanya Gonzales
Manager, Individual Markets
(303) 737-5829
Tanya.gonzales@gwl.com