

SERFF Tracking Number: AMRP-126441533 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 44477
 Company Tracking Number: 09AR0524
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: ARS T65 Plan F Postcards
 Project Name/Number: ARS T65 Plan F Postcards/09AR0524

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: ARS T65 Plan F Postcards SERFF Tr Num: AMRP-126441533 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 44477
 Standard Plans 2010 Closed
 Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0524 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Disposition Date: 01/27/2010
 Authors: Andrea Davey, Kerin Overturf, Brandy Horton
 Date Submitted: 01/05/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: ARS T65 Plan F Postcards Status of Filing in Domicile: Authorized
 Project Number: 09AR0524 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: 01/27/2010 Explanation for Other Group Market Type:
 State Status Changed: 01/27/2010
 Deemer Date: Created By: Andrea Davey
 Submitted By: Andrea Davey Corresponding Filing Tracking Number:
 Filing Description:
 Re: Individual Medicare Supplement Advertising

Z-2551 & Z-2552

We are enclosing the above referenced forms for your review and approval. These forms are new and are not intended to replace any form currently in use. These postcards will be used in the solicitation of our Individual Medicare Supplement plans.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? Yes
 Fee Explanation: 1 form @ \$25/form = \$25
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$25.00	01/05/2010	33257198

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/27/2010	01/27/2010

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Disposition

Disposition Date: 01/27/2010

Implementation Date:

Status: Filed-Closed

Comment:

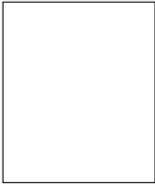
Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: Z-2551

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 01/27/2010	Z-2551	Advertising	ARS T65 Plan F Postcard #1	Initial			Z-2551 Bracketed.pdf
Filed-Closed 01/27/2010	Z-2552	Advertising	ARS T65 Plan F Postcard #2	Initial			Z-2552 Bracketed.pdf



[Agent Name]
[123 Any Street]
[City, ST 12345-6789]

Important Notice For New Medicare Participants

Please call [(XXX) XXX-XXXX] to avoid paying more than you need to for your Medicare supplement.

[Sample A. Sample]
[123 Any Street]
[City], [ST] [12345-6789]
[BAR CODE]

Dear [Sample A. Sample],

Your 65th birthday brings two important questions:

- (1) **What will you do for Medicare supplement coverage?**
- (2) **How can you avoid overpaying for that same coverage?**

The decisions you'll make in the coming weeks can help you make the most of your new Medicare benefits ... while protecting the savings you've worked so hard to build at the same time.

Please call [(XXX) XXX-XXXX] so we can set up a time to find the Medicare supplement that best fits your situation ... at the price that best fits your budget.

Sincerely,

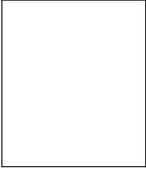
[signature]

[Agent Name]

IMPORTANT: Medicare deadlines must be met before you turn 65. If you miss one, you could be forced to pay higher rates for the rest of your life. **Please call me at [(XXX) XXX-XXXX] so I can help you avoid paying more than you need to.**

This is a solicitation of insurance and an agent may contact you. Not connected with or endorsed by the United States government or the federal Medicare program.

© [2010] American Republic Corp Insurance Company, National Headquarters, Omaha, Nebraska 68103



[Agent Name]
[123 Any Street]
[City, ST 12345-6789]

Important Notice For New Medicare Participants

Please call [(XXX) XXX-XXXX] to learn what you must do before you turn 65.

[Sample A. Sample]
[123 Any Street]
[City], [ST] [12345-6789]
[BAR CODE]

Dear [Sample A. Sample],

Before your 65th birthday, government regulations require you to meet several deadlines in order to avoid heavy financial penalties.

That's why I'd like you to call me at [(XXX) XXX-XXXX] within the next 10 days. I've been working with Medicare participants in [Grimes] for several years and I'd like to help you:

- Know your rights & the benefits you're entitled to under Medicare
- Protect your assets and financial security by avoiding stiff penalties for missed deadlines

Please call [(XXX) XXX-XXXX] right away. I look forward to helping you maintain your health and protect your savings by understanding Medicare.

Sincerely,

[signature]

[Agent Name]

IMPORTANT: As you sign up for Medicare, you'll most likely enroll in a Medicare supplement at the same time. Please ask me how you can avoid overpaying for this important coverage when you call [(XXX) XXX-XXXX].