

SERFF Tracking Number: NWFA-126846062 State: Arkansas
Filing Company: Nationwide Life Insurance Company State Tracking Number: 47013
Company Tracking Number: VAB-0100AO.6
TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.002 Flexible Premium
Product Name: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)
Project Name/Number: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)/

Filing at a Glance

Company: Nationwide Life Insurance Company

Product Name: W&R Sel Pref L.Inc 10 CSP SERFF Tr Num: NWFA-126846062 State: Arkansas

Filing (1/10/2011)

TOI: A03I Individual Annuities - Deferred Variable

SERFF Status: Closed-Approved- Closed State Tr Num: 47013

Sub-TOI: A03I.002 Flexible Premium

Co Tr Num: VAB-0100AO.6

State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Angela D. Cox, Grace Holland, Leonja Merritt, Clara Pollard, Darcy Spangler, Natalie Walden

Disposition Date: 10/12/2010

Date Submitted: 10/08/2010

Disposition Status: Approved-Closed

Implementation Date Requested: 01/10/2011

Implementation Date:

State Filing Description:

General Information

Project Name: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)

Status of Filing in Domicile: Pending

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Concurrently being filed in Nationwide's state of domicile, Ohio.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/12/2010

Explanation for Other Group Market Type:

State Status Changed: 10/12/2010

Deemer Date:

Created By: Clara Pollard

Submitted By: Clara Pollard

Corresponding Filing Tracking Number:

Filing Description:

Individual Variable Annuity Filing

Contract Specifications Page

VAB-0100AO.6

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Nationwide Life Insurance Company ("Nationwide") is filing the above referenced form for general use and approval by the Department of Insurance (the "Department"). Upon approval, Nationwide will begin utilizing this form as of January 10, 2011.

No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

Nationwide is notifying the Department of its intent to utilize Lifetime Income (L.Inc) Option VAR-0144AO approved on 6/20/2008 with individual flexible purchase payment variable deferred annuity contract, VAC-0109AO. The filed Contract Specifications Page was revised to reflect the range of charges associated with the L.Inc Option and the L.Inc with Spousal Continuation Option.

Replacement of Previously Approved Form

Contract Specifications Page VAB-0100AO.6 will be issued with contract VAC-0109AO previously approved on 05/13/2005 (DOI # 28481). Form VAB-0100AO.6 will replace previously approved form VAB-0100AO.5.

Target Market Information

Consumers who are between the ages of 45 and 85 interested in market participation while preserving an option for immediate lifetime income. It also serves investors who want to protect beneficiaries against possible loss of contract value at the time of the annuitant's death via guaranteed minimum death benefits.

Items Bracketed as Variable

The bracketed items on the Contract Specifications Page are customized for each contract based on the information provided by the contract owner at time of application.

Charges for certain options have been bracketed to reflect the range of the charge for the option elected. The bracketed ranges show the minimum and maximum charges allowable under the option. Should the charges fall outside of the range, Nationwide would be required to submit an updated Contract Specifications Page and Option for approval.

Other Information

Nationwide certifies that, to the best of its knowledge and belief, the forms submitted comply with all of the laws and regulations of your state.

Nationwide's printers use various fonts and layouts; therefore, Nationwide reserves the right to format the form to

SERFF Tracking Number: NWFA-126846062 State: Arkansas
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 Product Name: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)
 Project Name/Number: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)/

conform to the printer's requirements. No change in language will occur.

Company and Contact

Filing Contact Information

Clara Pollard, Sr. Compliance Analyst, pollarc@nationwide.com
 Corporate Compliance
 PO Box 182455 800-691-0023 [Phone] 94507 [Ext]
 1-33-102 614-249-2112 [FAX]
 Columbus, OH 43272-8921

Filing Company Information

Nationwide Life Insurance Company CoCode: 66869 State of Domicile: Ohio
 PO Box 182455 Group Code: 140 Company Type:
 1-33-102 Group Name: State ID Number:
 Columbus, OH 43272-8921 FEIN Number: 31-4156830
 (800) 691-0023 ext. [Phone]

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Nationwide Life Insurance Company	\$50.00	10/08/2010	40451065

SERFF Tracking Number: NWFA-126846062 State: Arkansas
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Product Name: W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	10/12/2010	10/12/2010

SERFF Tracking Number: *NWFA-126846062* *State:* *Arkansas*
Filing Company: *Nationwide Life Insurance Company* *State Tracking Number:* *47013*
Company Tracking Number: *VAB-0100AO.6*
TOI: *A031 Individual Annuities - Deferred Variable* *Sub-TOI:* *A031.002 Flexible Premium*
Product Name: *W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)*
Project Name/Number: *W&R Sel Pref L.Inc 10 CSP Filing (1/10/2011)/*

Disposition

Disposition Date: 10/12/2010

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	Life & Annuity - Acturial Memo		No
Form	Contract Specifications Page		No

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Form Schedule

Lead Form Number: VAB-0100AO.6

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	VAB-0100AO.6	Policy/Cont Contract ract/Fratern Specifications Page al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: VAB-0100AO.5 Previous Filing #: 41399	0.000	VAB-0100AO.6.pdf

