

SERFF Tracking Number: STFL-126847622 State: Arkansas
 Filing Company: State Farm Life Insurance Company State Tracking Number: 47001
 Company Tracking Number: PR-FCB-1
 TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
 Adjustable Life
 Product Name: Flexible Care Benefit Rider
 Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1

Filing at a Glance

Company: State Farm Life Insurance Company

Product Name: Flexible Care Benefit Rider SERFF Tr Num: STFL-126847622 State: Arkansas
 TOI: L09I Individual Life - Flexible Premium SERFF Status: Closed-Filed- State Tr Num: 47001
 Adjustable Life Closed
 Sub-TOI: L09I.001 Single Life Co Tr Num: PR-FCB-1 State Status: Filed-Closed
 Filing Type: Form Reviewer(s): Linda Bird
 Authors: Rachel Lighthall, Tammie Mills, Gerald Younge Disposition Date: 10/11/2010
 Date Submitted: 10/07/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Press Release Flexible Care Benefit Rider Status of Filing in Domicile: Not Filed
 Project Number: PR-FCB-1 Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments: Filing not required in IL.
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Group Market Size:
 Overall Rate Impact: Group Market Type:
 Filing Status Changed: 10/11/2010 Explanation for Other Group Market Type:
 State Status Changed: 10/11/2010
 Deemer Date: Created By: Gerald Younge
 Submitted By: Gerald Younge Corresponding Filing Tracking Number:
 Filing Description:
 Dear Sir or Madam:

Enclosed for your consideration is one copy of the following advertising material for our individual life insurance products. The material is listed by form number as follows:

Form #	Form Name	Replaces
PR-FCB-1	Press Release – Flexible Care Benefit Rider	New

SERFF Tracking Number:	STFL-126847622	State:	Arkansas
Filing Company:	State Farm Life Insurance Company	State Tracking Number:	47001
Company Tracking Number:	PR-FCB-1		
TOI:	L09I Individual Life - Flexible Premium Adjustable Life	Sub-TOI:	L09I.001 Single Life
Product Name:	Flexible Care Benefit Rider		
Project Name/Number:	Press Release Flexible Care Benefit Rider/PR-FCB-1		

These forms will be used with policy forms 08030, which was approved your department on October 17, 2007 under SERFF tracking number STFL-125309485, and 08080, which was approved by your department on October 16, 2007 under SERFF tracking number STFL-125310529, and rider form 10220-04, which was approved by your department on March 29, 2010 under SERFF tracking number STFL- 126451532.

For Press Release PR-FCB-1, we anticipate three uses of this form:

1. Posting it on Statefarm.com, where the user would navigate the appropriate links to learn more about new products offered through State Farm life insurance companies.
2. Pitching the Press Release to news reporters.
3. Posting the Press Release on the PR Newswire which would automatically post the Press Release to the various news organizations that subscribe to the PR Newswire.

The effective date for these forms will be upon your approval.

Company and Contact

Filing Contact Information

Rachel Lighthall, Analyst - Contracts & Compliance	rachel.lighthall.qshq@statefarm.com
One State Farm Plaza	309-994-8626 [Phone]
B-2	309-766-8483 [FAX]
Bloomington, IL 61710-0001	

Filing Company Information

State Farm Life Insurance Company	CoCode: 69108	State of Domicile: Illinois
1 State Farm Plaza	Group Code:	Company Type:
Bloomington, IL 61710-0001	Group Name:	State ID Number:
(309) 766-4541 ext. [Phone]	FEIN Number: 37-0533090	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	50.00 Per Filing

SERFF Tracking Number: STFL-126847622 State: Arkansas
Filing Company: State Farm Life Insurance Company State Tracking Number: 47001
Company Tracking Number: PR-FCB-1
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: Flexible Care Benefit Rider
Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Farm Life Insurance Company	\$50.00	10/07/2010	40401807

SERFF Tracking Number: STFL-126847622 State: Arkansas
Filing Company: State Farm Life Insurance Company State Tracking Number: 47001
Company Tracking Number: PR-FCB-1
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: Flexible Care Benefit Rider
Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	10/11/2010	10/11/2010

SERFF Tracking Number: STFL-126847622 *State:* Arkansas
Filing Company: State Farm Life Insurance Company *State Tracking Number:* 47001
Company Tracking Number: PR-FCB-1
TOI: L09I Individual Life - Flexible Premium *Sub-TOI:* L09I.001 Single Life
Adjustable Life
Product Name: Flexible Care Benefit Rider
Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1

Disposition

Disposition Date: 10/11/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: STFL-126847622 *State:* Arkansas
Filing Company: State Farm Life Insurance Company *State Tracking Number:* 47001
Company Tracking Number: PR-FCB-1
TOI: L09I Individual Life - Flexible Premium *Sub-TOI:* L09I.001 Single Life
Adjustable Life
Product Name: Flexible Care Benefit Rider
Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	No	No
Supporting Document	Application	No	No
Supporting Document	Health - Actuarial Justification	No	No
Supporting Document	Outline of Coverage	No	No
Form	Press Release – Flexible Care Benefit Rider	Yes	Yes

SERFF Tracking Number: STFL-126847622 *State:* Arkansas
Filing Company: State Farm Life Insurance Company *State Tracking Number:* 47001
Company Tracking Number: PR-FCB-1
TOI: L09I Individual Life - Flexible Premium *Sub-TOI:* L09I.001 Single Life
Adjustable Life
Product Name: Flexible Care Benefit Rider
Project Name/Number: Press Release Flexible Care Benefit Rider/PR-FCB-1

Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PR-FCB-1	Advertising	Press Release – Flexible Care Benefit Rider	Initial			PR-FCB-1 - FCB Press Release - 10-4-10.pdf



STATE FARM®
Providing Insurance and Financial Services

NEWS FOR IMMEDIATE RELEASE

Contact Name:	Carol Carey-Odekirk State Farm Insurance Companies One State Farm Plaza B4 Bloomington, IL 61710	Phone:	309-766-6781
		Fax:	309-766-7861
		Cell:	309-846-4015
		Email:	Carol.carey-odekirk.btdj@statefarm.com

State Farm Announces Flexible Care Benefit Rider
Offers new way for people to cover costs of long-term care

Many Americans may find it difficult to save enough to cover the expenses associated with long-term care services. With this in mind, State Farm Life Insurance Company has announced a new way people can add a rider to their Universal Life insurance policy to cover such expenses should the need arise. The Flexible Care Benefit rider allows a policyowner to accelerate some or all of the life insurance death benefit to help cover immediate long-term care expenses such as services from home health care agencies, adult day care or nursing home expenses.

The rider can assist customers in a variety of ways. It can be an important safety net that can help with long-term care expenses should something unforeseen happen. The rider also can supplement an existing long-term care policy.

“Given increasing life expectancies and rising health care costs, many people are concerned about how to provide for long-term care needs,” says Joe Monk, State Farm’s senior vice president, chief administration officer Life, and vice president Health. “The Flexible Care Benefit Rider helps put long-term care within reach by offering customers access to the benefit during their lifetime should an unforeseen long term care need arise. This added benefit is one more way to help people manage life’s uncertainties under one policy.”

The Flexible Care Benefit Rider is not available in all states. Please check with a State Farm® agent or visit statefarm.com to determine availability in your state and to learn more about how the company can help families plan for their financial futures.

Universal Life policy series 08030 in all states except MT, NY, WI, and tax-qualified; 08080 in MT, A08030 in NY, WI; and 08080 for tax-qualified except, A08080 in NY, WI.

Accelerated Death Benefit for Long-Term Care Rider, used with Universal Life, policy series 10220 in all states except AZ, CA, CO, CT, FL, HI, IL, KS, MN, MO, MT, NJ, NM, NY, OR, PA, SC, SD, TN, TX, UT, VT, VA, WA, WI; 10520 in MT, and not available in AZ, CA, CO, CT, FL, HI, IL, KS, MN, MO, NJ, NM, NY, OR, PA, SC, SD, TN, TX, UT, VT, VA, WA, and WI.

Advanced Death Benefit for Long-Term Care Rider, used with Universal Life, policy series 10220 in Indiana.

Accelerated Benefit for Long-Term Care Rider, used with Universal Life, policy series 10220 in Kentucky.

Accelerated Death Benefit for Long-Term Care Rider, used with Universal Life, policy series 10220-12 in Idaho.

State Farm Life Insurance Company (Not licensed in Mass., N.Y. or Wis.);
State Farm Life and Accident Assurance Company (Licensed in N.Y. and Wis.);
Home Office, Bloomington, Ill.
State Farm International Life Insurance Company Ltd.
Aurora, Ontario

About State Farm®:

State Farm insures more cars and homes than any other insurer in the U.S., is the leading insurer of watercraft and is also a leading insurer in Canada. Our 17,800 agents and more than 68,000 employees serve 81 million policies and accounts – more than 79 million auto, fire, life and health policies in the United States and Canada, and nearly 2 million bank accounts. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 34 on the Fortune 500 list of largest companies. For more information, please visit statefarm.com® or in Canada statefarm.ca®.