

SERFF Tracking Number: MUTM-126496015 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number:
Company Tracking Number: KAREN HOWLAND
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Individual Annuity with Long-Term Care Advertising - LL5120
Project Name/Number: Individual Annuity with Long-Term Care Advertising/LL5120

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Individual Annuity with Long-Term Care Advertising - LL5120
SERFF Tr Num: MUTM-126496015 State: Arkansas

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num:
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: KAREN HOWLAND State Status: Closed
Filing Type: Advertisement Reviewer(s): Marie Bennett
Author: Karen Howland Disposition Date: 02/12/2010
Date Submitted: 02/10/2010 Disposition Status: Filed
Implementation Date: Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Individual Annuity with Long-Term Care Advertising
Project Number: LL5120
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 02/12/2010

Status of Filing in Domicile:
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 02/12/2010
Created By: Karen Howland
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Karen Howland

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Individual Annuity with Long-Term Care Advertising

LL5120

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

The product advertised is a single premium deferred annuity with a long-term care insurance rider.

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We request that any wording such as Your Licensed Company Name Required, Agent Name, Agent Address, Agent Phone Number and Agent E-mail in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No

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Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	02/10/2010	34116793

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	02/12/2010	02/12/2010

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Disposition

Disposition Date: 02/12/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Prospecting Letter		Yes

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Form Schedule

Lead Form Number: LL5120

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	LL5120	Advertising Prospecting Letter	Initial		0.000	LL5120.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

What are your thoughts about long-term care insurance?

Have you ever been approached about long-term care insurance and thought ‘I don’t need it’ or ‘I’ll pay for care services myself’?

That’s certainly an understandable reaction. It’s also a risk you take because the potential cost of nursing home or home health care can put a big dent in your retirement savings if you have to pay for those costs out of your pocket.

I can help recommend a new way to save for retirement with an annuity which has an attached long-term care rider. Along with the possibility of providing you with guaranteed income, this product also can provide long-term care insurance if needed. Even if you don’t use the long-term care benefits, you’ll still receive a guaranteed income payout.

Find out more about this new way to help plan for your future. Call me today!

Sincerely,

[Agent Name]

An Independent Licensed Agent

This annuity and long-term care product is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Not available in all states. Coverage may vary by state. Exclusions, limitations, and reductions may apply. Contract forms B420LNA07P, B439LNA07R, B422LNA07R, B440LNA07R or state equivalent (in PA, B582LPA07P, B557LPA07R, B591LPA07R, B592LPA07R; in OK, B564LOK07P, B532LOK07R, B422LNA07R, B440LNA07R; in ID, B567LID07P, B539LID07R, B422LNA07R, B440LNA07R). This is a solicitation of insurance. An agent may contact you.



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY