

SERFF Tracking Number: GEFA-126537804 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-126537804 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Authors: Andy Zimmerman, Edwina Word
Disposition Date: 03/31/2010

Date Submitted: 03/11/2010

Word

State Tr Num: 45151

State Status: Closed

Reviewer(s): Marie Bennett

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: AARP DRTV Commercials and Web Lead Card

Project Number: 49717A

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/31/2010

Status of Filing in Domicile: Pending

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: 03/31/2010

Created By: Andy Zimmerman

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andy Zimmerman

Filing Description:

These television commercials will be aired on a National basis to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR filed and approved on April 11, 2003 by your Department, our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department as well as our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

The AARP DRTV Web Lead Card, 49717C 03/03/10, will be used as a landing page for ProtectYourPlan.com to collect contact information from consumers who respond to the DRTV commercial.

We certify that the font size that will appear on the webpage will be 10 point font.

SERFF Tracking Number: GEFA-126537804 State: Arkansas
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TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Explanation of Variables:

[ProtectYourPlan.com]-Will appear in some campaigns as a means to receive information about long term care insurance coverage and a no-cost consultation with one of our licensed insurance agents. It is a landing page for ProtectYourPlan.com (49717C 03/03/10) to collect contact information from consumers who respond to the DRTV commercial.

[1-800-345-6789]-The toll free telephone number will appear in some campaigns as a means to receive information about long term care insurance coverage and a no-cost consultation with one of our licensed insurance agents. Our marketing department plans on testing using both website landing page and or toll free telephone number as a means to reply.

[1-800-XXX-XXXX for free information]-Some campaigns will include the voice over that includes the toll free telephone number.

[\$75,000]- \$75,000 represents the figure currently being used for 2009. We bracketed the amount as we intend to update the cost once the 2010 Cost of Care Survey is complete (anticipated April, 2010).

[April 2009]. The dates are bracketed since we intend to replace with new dates once the updated survey is available (anticipated April, 2010).

(ALT: You can even have an agent sit down with you and answer any questions.)-Some campaigns will include the alternative voice over, "You can even have an agent sit down with you and answer any questions."

We bracketed [or Go Online]. Marketing will run commercial with the message or without the message. [Call now] [1-800-XXX-XXXX] [or go online for free information.] (ALT: Call now for free information or to set up a meeting with an agent...". Our marketing department plans on testing using both as a means to reply, or one or the other.

ALT SUPER: Call to Schedule an Appointment- Some campaigns will include the alternative voice over.

We are providing the storyboards and script for your information or review.

49717A 2/26/10 and 49717B 2/26/10 will replace previously filed 49717A 11/17/09 and 49717B 11/17/09. They were Filed by your Department on 12/09/2009 under SERFF Tracking Number GEFA-126408151.

Company and Contact

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com

SERFF Tracking Number: GEFA-126537804 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
 Company Tracking Number:
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Insurance
 Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

Filing Company Information

Genworth Life Insurance Company CoCode: 70025 State of Domicile: Delaware
 6610 W Broad Street Group Code: 350 Company Type: LifeHealth &
 Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 91-6027719

Filing Fees

Fee Required? Yes
 Fee Amount: \$150.00
 Retaliatory? No
 Fee Explanation: AR Filing Fee=\$50 per advertisement. We are submitting three advertisements=\$150.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$150.00	03/11/2010	34792964

SERFF Tracking Number: GEFA-126537804 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/31/2010	03/31/2010

SERFF Tracking Number: *GEFA-126537804* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *45151*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *AARP DRTV Commercials and Web Lead Card/49717A*

Disposition

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-126537804 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
 Company Tracking Number:
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Insurance
 Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter		Yes
Form	AARP DRTV Commercial-120		Yes
Form	AARP DRTV Commercial-60		Yes
Form	AARP DRTV Web Lead Card		Yes

SERFF Tracking Number: GEFA-126537804 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
 Company Tracking Number:
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Insurance
 Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Form Schedule

Lead Form Number: 49717A 2/26/10

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	49717A 2/26/10	Advertising	AARP DRTV Commercial-120	Initial		0.000	49717A 2 26 10 RS.pdf
	49717B 2/26/10	Advertising	AARP DRTV Commercial-60	Initial		0.000	49717B 22610 RS.pdf
	49717C 03/03/10	Advertising	AARP DRTV Web Lead Card	Initial		0.000	49717C v 030310 AARP DRTV National 3 11 10.pdf

1



Open on Woman 1 outdoors looking at something past her thumb.

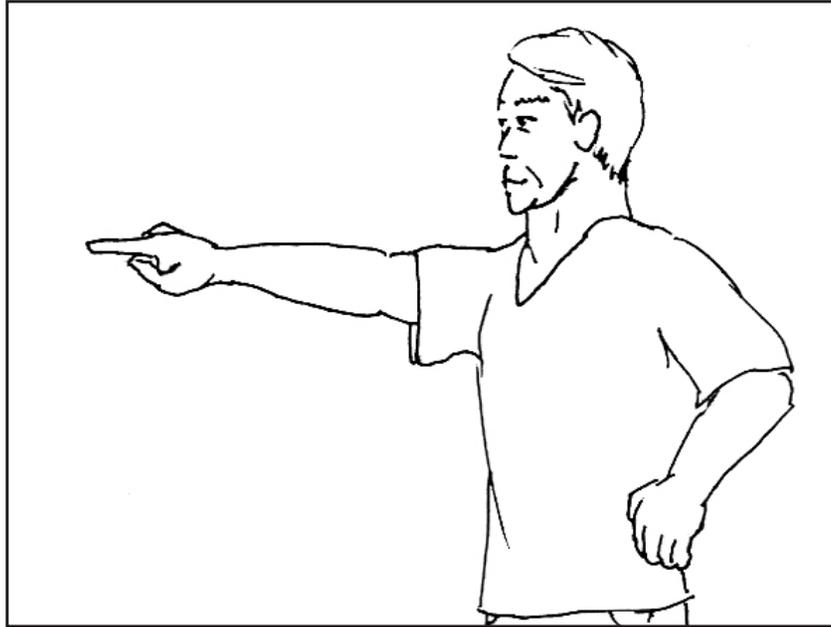
2



WOMAN 1 (VO): My house wants me to live here for a long time.

Cut to reverse view, showing her sizing up her house.

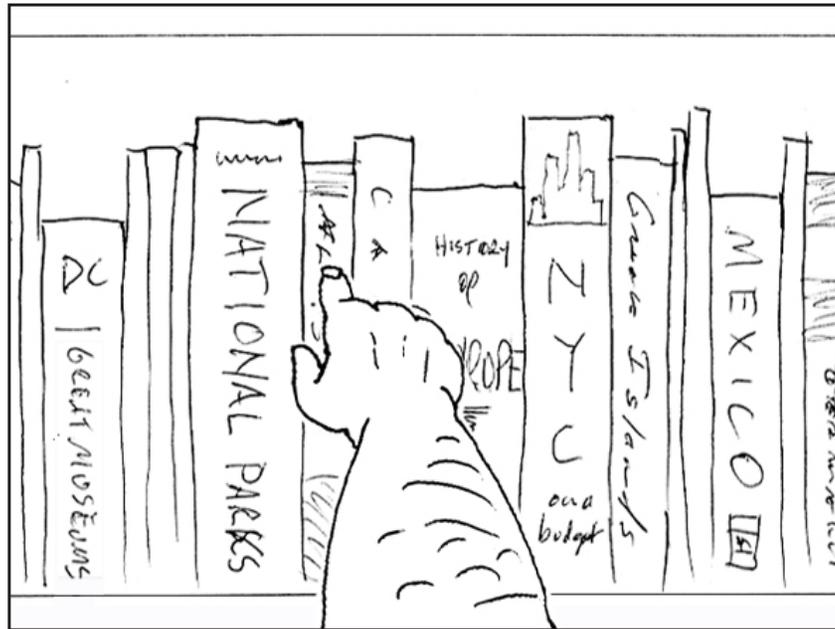
3



MAN 1 (VO): My retirement savings...

Cut to side view of Man 1 indoors pointing at something.

4



MAN 1 (VO): ...have places to go.

Cut to row of books he was observing. He grabs one on national parks.

5



AVO: Plans...dreams...they're important to you.

Cut to Woman 2 outdoors using her hands to frame something.

6



WOMAN 2 (VO): Our girls should focus on their future,

Cut to reverse view, showing young Daughter in a graduation gown in yard.



WOMAN 2 (VO): not ours.

Cut to Woman 2 taking picture while Man 2 watches.

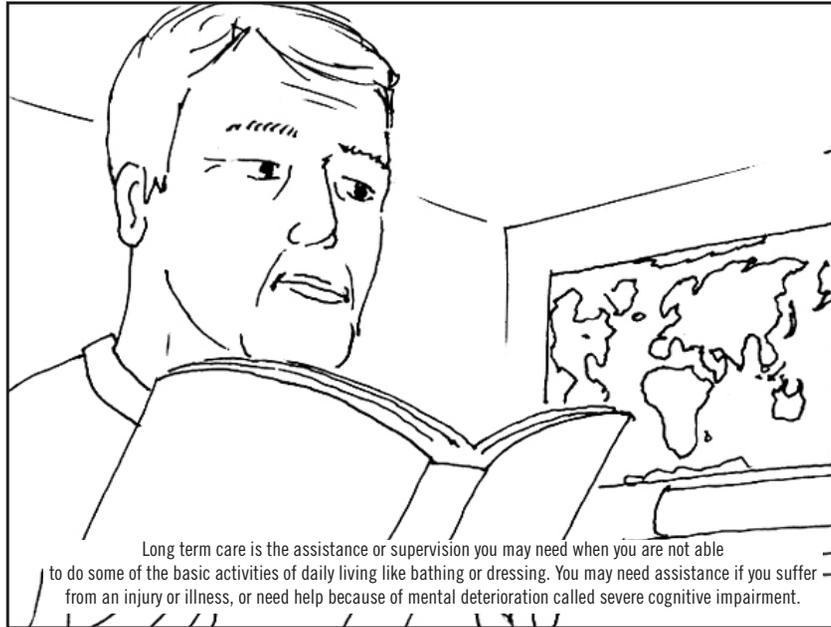
8



AVO: But you can't overlook the possibility that down the road, if you needed...

Cut to Woman 1 preparing easel for painting.

9



AVO: ...some kind of long-term care, everything you've planned for could be at risk.

Cut to Man 1 reading books about his destinations.

10



WOMAN 1: So I got long-term care insurance.

Cut to Woman 1 speaking in blue sky environment.

11



Long term care insurance underwritten by **Genworth Life Insurance Company** (Genworth Life) and in New York, Genworth Life Insurance Company of NY (Genworth Life of NY), Administrative Offices, Richmond, Virginia. Genworth Life Insurance Company and Genworth Life of NY are Genworth Financial companies.
Depending on your state, coverage offered may be individual or group insurance.

AVO: Help protect your plans with AARP
Long Term Care Insurance from
Genworth Financial.

*Fade to a sunshine blue sky view. Logo and graphic
bar appear.*

12



Helps Cover
Assisted Living
In Home Care

In California, Residential Care

AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: It can help cover the high costs of long term care, like assisted living or in home long term care.

Cut to Man & Woman 2 looking through paperwork with Daughter in background. Logo, phone # and URL come up. Supers appear with voice cues.

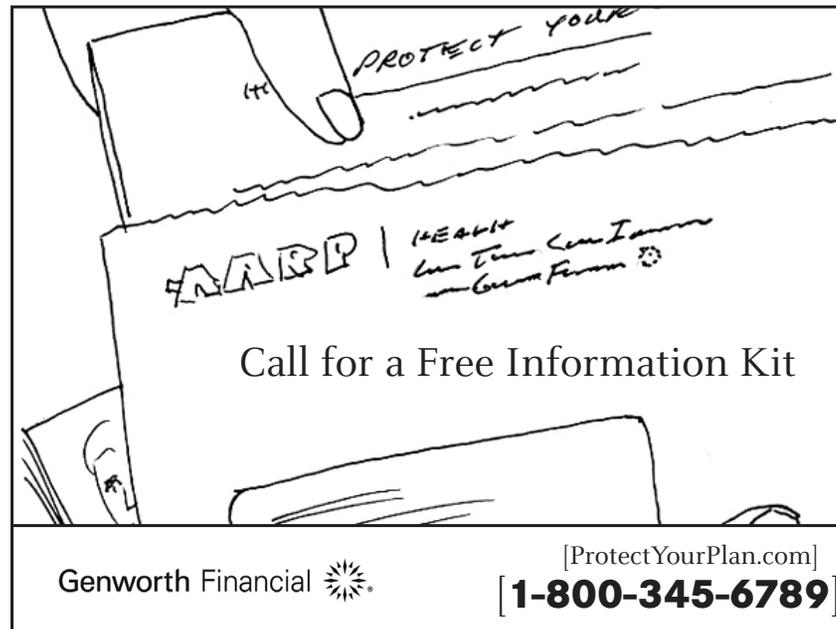
13



WOMAN 2: It's a choice we made for each other and our kids.

Cut to Man & Woman 2 speaking in blue sky environment.

14



AVO: Call [1-800-XXX-XXXX for free information] now to get your free information kit.

Cut to table top view of information kit with super.

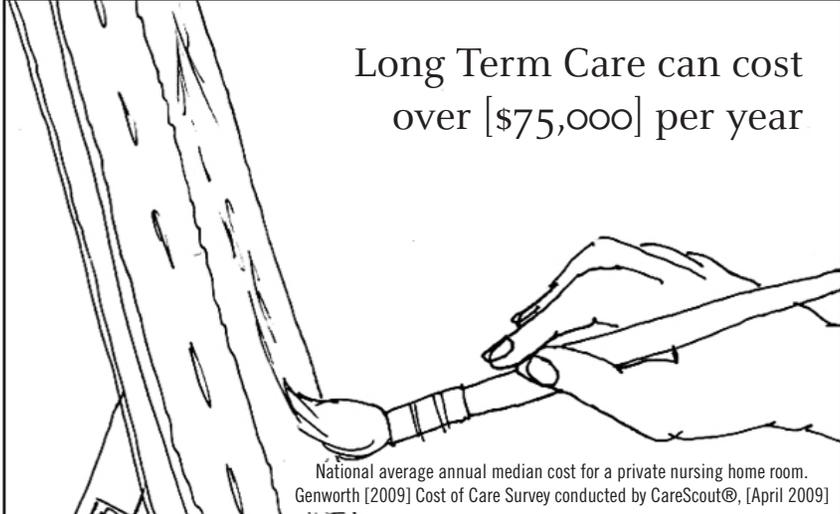
15



AVO: The national average cost of care...

Cut to side view of Man 1 researching LTC on a laptop.

16



Long Term Care can cost
over [\$75,000] per year

National average annual median cost for a private nursing home room.
Genworth [2009] Cost of Care Survey conducted by CareScout®, [April 2009]

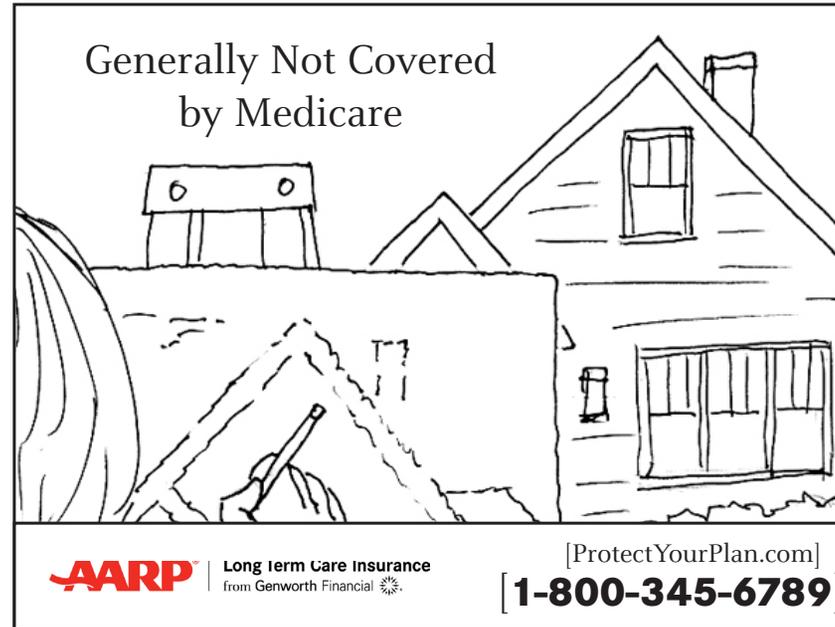
AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: ...is well over seventy five thousand dollars a year.

Cut to side view of Woman 1 painting with supers.

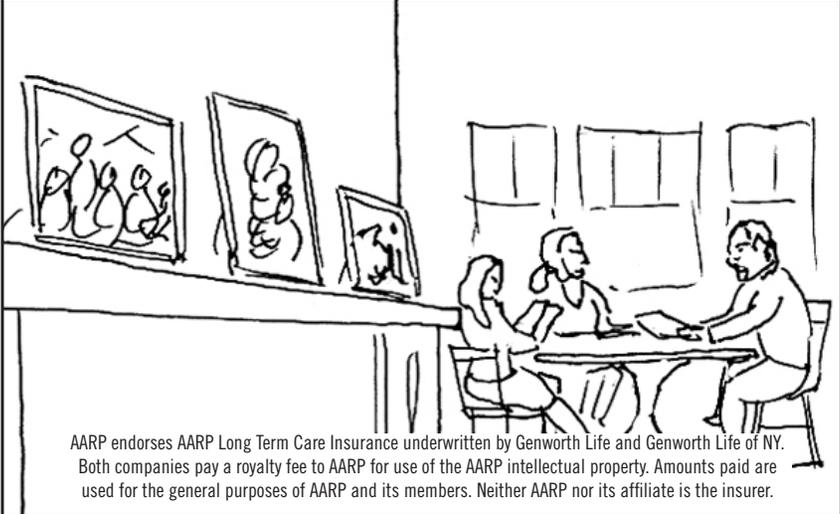
17



AVO: And, generally, it's not covered by health insurance or Medicare.

Cut to rear view of Woman. We see she is working on a painting of her house. Super appears.

18



AARP endorses AARP Long Term Care Insurance underwritten by Genworth Life and Genworth Life of NY. Both companies pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP | Long Term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: AARP endorsed Long Term Care Insurance can help protect your assets, your family, the things you've worked hard to build.

Cut to Man & Woman 2 sitting with Daughter in kitchen. Old family photos are in the foreground.

19

In-Home Long Term Care
coverage available



AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]

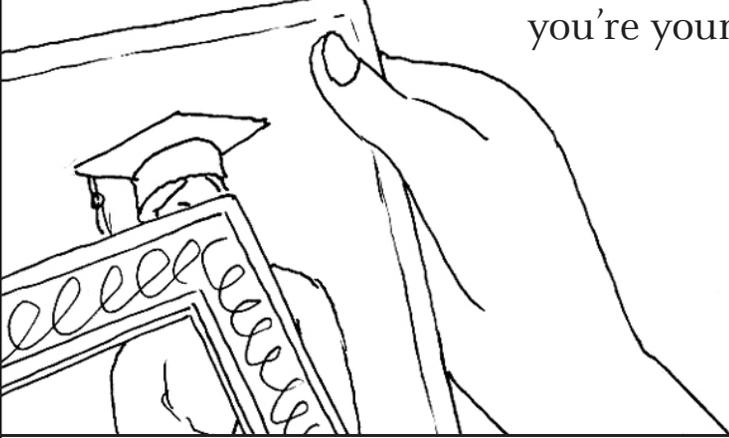
[1-800-345-6789]

AVO: Choose from a range of affordable plans; including plans with nursing facility and in home long term care coverage.

Cut to Woman 1 admiring her painting.

20

Lower Rates when
you're younger



AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: And typically, the younger and healthier you are when you apply, the lower your rates will be.

Cut to Woman 2 placing daughter's grad photo into a picture frame.

21



AVO: Call [1-800-XXX-XXXX for free information] for your free information kit to get started. *(ALT: You can even have an agent sit down with you and answer any questions.)*

*Cut to overhead view of Man 1 closing book.
The information kit is nearby.*

22



AVO: These plans are offered by Genworth Life Insurance Company,

Pan down from blue sky to translucent Genworth box in a suburban park-like environment. Super appears.

23

Long Term Care Insurance
from Genworth Financial 

Over 35 years of Experience

LifePlans 2008 Long Term Care Individual and Group Associate Top Writers Survey Results. Based on the number of individual policies sold in 2008 and individual policies in force as of 12/31/08.

Genworth Financial  [ProtectYourPlan.com]
[1-800-345-6789]

AVO: a leader in long-term care insurance with over 35 years' experience.

CU view reveals details of logo on the box and legal.

24



AARP does not recommend health related products, services, insurance or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products. Membership is required to obtain the offered long-term care coverage.

AARP | Long term Care Insurance
from Genworth Financial 

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: And they're endorsed by AARP. But you don't need to be a member to call.

Wide view of characters walking with their plans toward neighborhood park.

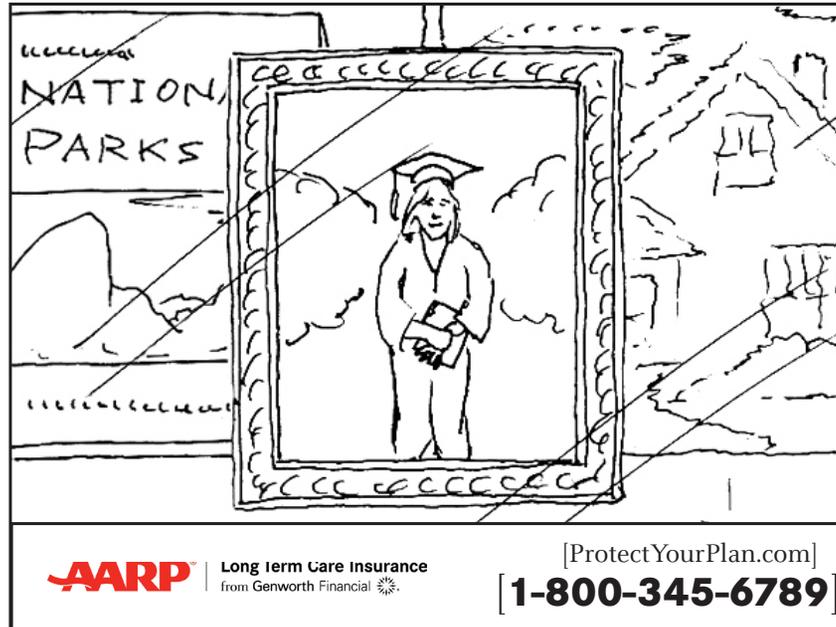
25



AVO: Long-term care is just one of those things many of us may have to face.

Another view of characters walking with their plans toward park.

26



AVO: If you have dreams, and we all do,

Cut to close up view of plans inside box.

27



AVO: now is the time to protect them.

Cut to lid being placed on box.

28



MAN 1: I enjoy today because tomorrow has a plan.

Cut to Man 1 speaking near the box.

29



AVO: Help protect your plans with AARP endorsed Long Term Care Insurance...

Cut to medium view of plans protected inside box with man and neighborhood in background.

30

Call Now [or Go Online] for Free Information

Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form series 7046POL and 7046 CERT-DC, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual policies 7044 (7044WA), 7044 Rev (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044NJ Rev, 7044OK Rev, 7044PA Rev, 7044TX Rev, 7044WA Rev) and 7048 (7048ID, 7048NJ, 7048WA). Policy form number may be followed by the state's two letter abbreviation. Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. You may request a licensed insurance agent to contact you regarding this solicitation of insurance. Genworth Life Insurance Company and Genworth Life Insurance Company of New York are Genworth Financial companies.

49717A 2/26/10

Genworth Financial 

[ProtectYourPlan.com]

[**1-800-345-6789**]

AVO: ...underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York. [Call now] [1-800-XXX-XXXX] [or go online for free information.] *(ALT: Call now for free information or to set up a meeting with an agent...)*

ALT SUPER: Call to Schedule an Appointment

Cut to blue sky with final legal supers.

1



Open on Woman 1 outdoors looking at something past her thumb.

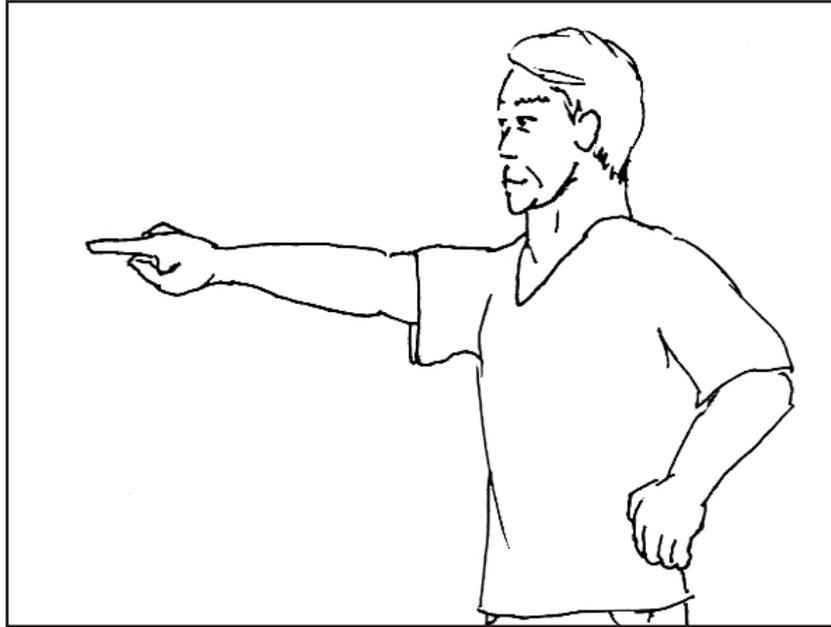
2



WOMAN 1 (VO): My house wants me to live here for a long time.

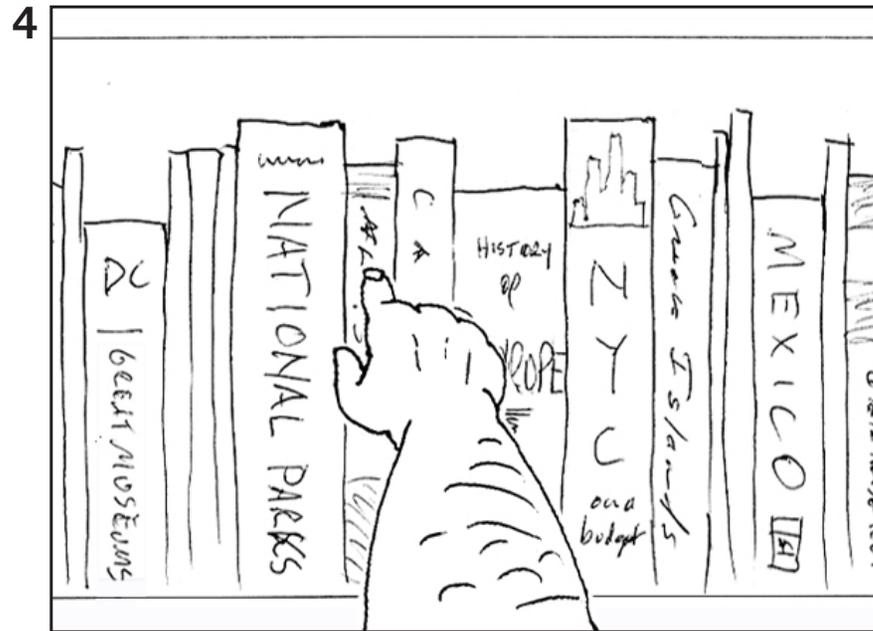
Cut to reverse view, showing her sizing up her house.

3



MAN 1 (VO): My retirement savings...

Cut to side view of Man 1 indoors pointing at something.



MAN 1 (VO): ...have places to go.

Cut to row of books he was observing. He grabs one on national parks.

5



AVO: Plans...dreams...

Cut to Woman 2 outdoors using her hands to frame something.

6



AVO: they're important to you.

Cut to reverse view, showing young Daughter in a graduation gown in yard.

7



AVO: But if you ever needed...

Cut to Woman 2 taking picture while Man 2 watches.

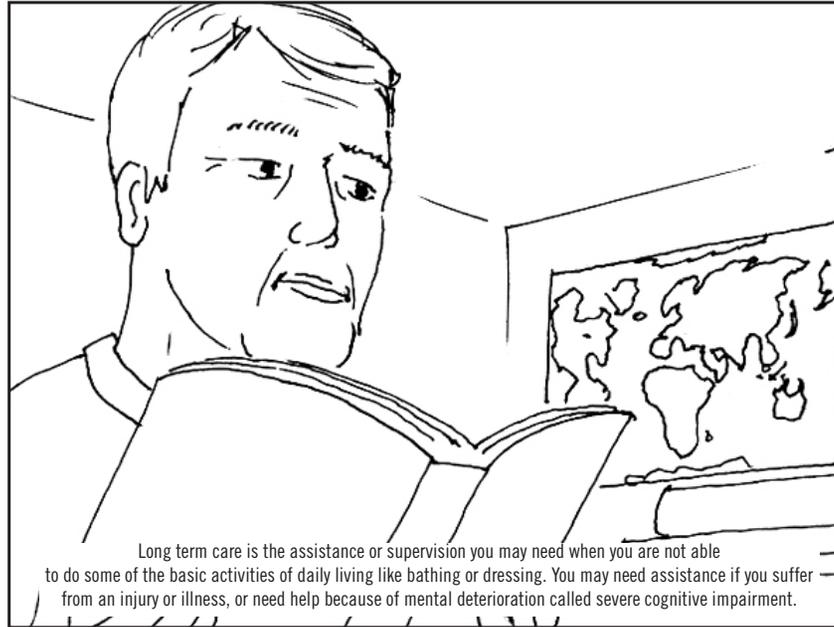
8



AVO: ...some kind of long-term care,

Cut to Woman 1 preparing easel for painting.

9



AVO: everything you've planned for could be at risk.

Cut to Man 1 reading books about his destinations.

10



Long term care insurance underwritten by **Genworth Life Insurance Company** (Genworth Life) and in New York, Genworth Life Insurance Company of NY (Genworth Life of NY), Administrative Offices, Richmond, Virginia. Genworth Life Insurance Company and Genworth Life of NY are Genworth Financial companies.
Depending on your state, coverage offered may be individual or group insurance.

AVO: Help protect your plans with AARP
Long Term Care Insurance from
Genworth Financial.

*Fade to a sunshine blue sky view. Logo and graphic
bar appear.*

11



Helps Cover
Assisted Living
In Home Care

In California, Residential Care

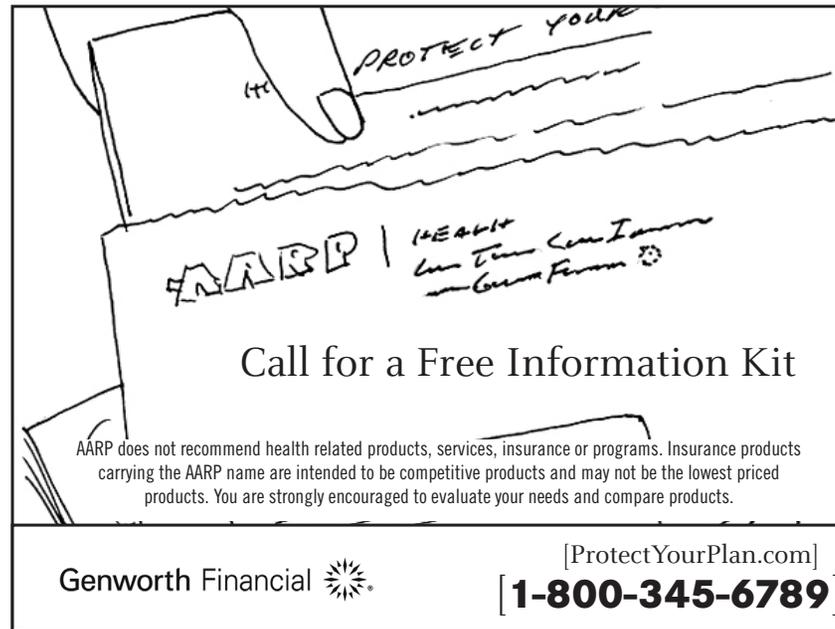
AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: It can help cover the high costs of long-term care.

Cut to Man & Woman 2 looking through paperwork with Daughter in background. Logo, phone # and URL come up. Supers appear with voice cues.

12



AVO: Call [1-800-XXX-XXXX for free information] now to get your free information kit.

Cut to table top view of information kit with super.

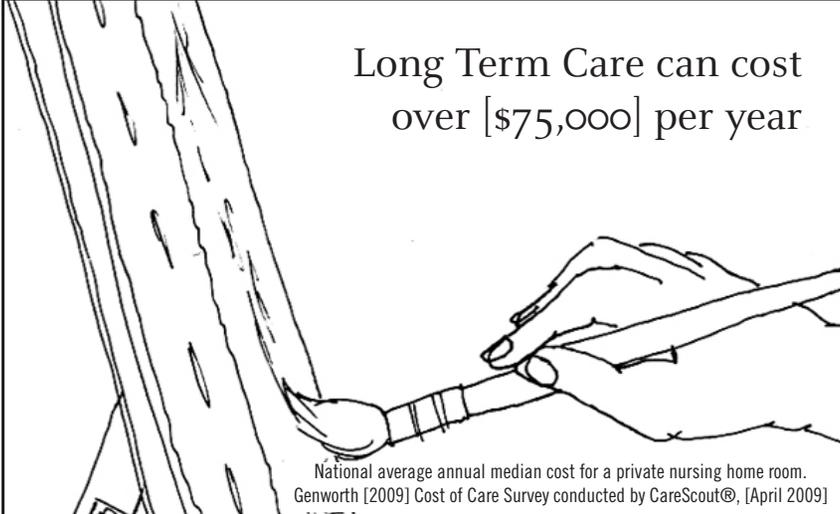
13



AVO: With the national average cost of care...

Cut to rear view of Woman. We see she is working on a painting of her house.

14



Long Term Care can cost
over [\$75,000] per year

National average annual median cost for a private nursing home room.
Genworth [2009] Cost of Care Survey conducted by CareScout®, [April 2009]

AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: ...well over seventy five thousand dollars
a year,

Cut to side view of Woman 1 painting with supers.

15

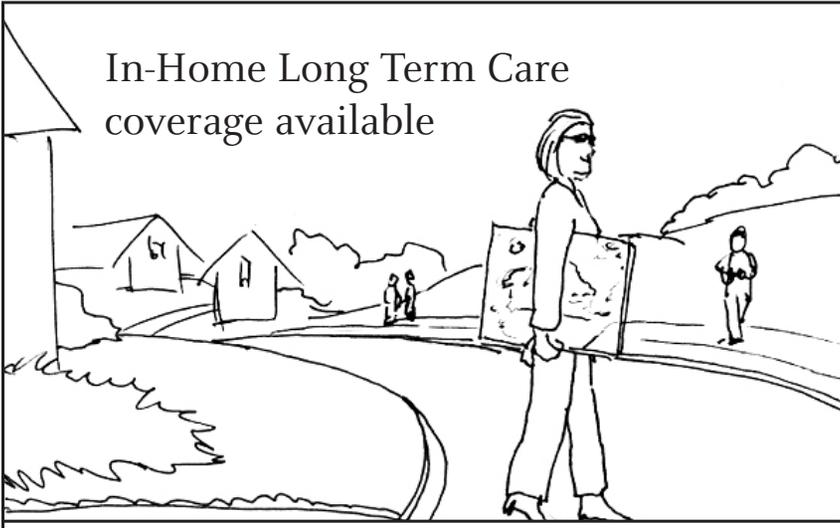


AVO: this insurance can help protect the things you've worked hard to build.

Cut to translucent Genworth box in a suburban park-like environment. Super appears.

16

In-Home Long Term Care
coverage available



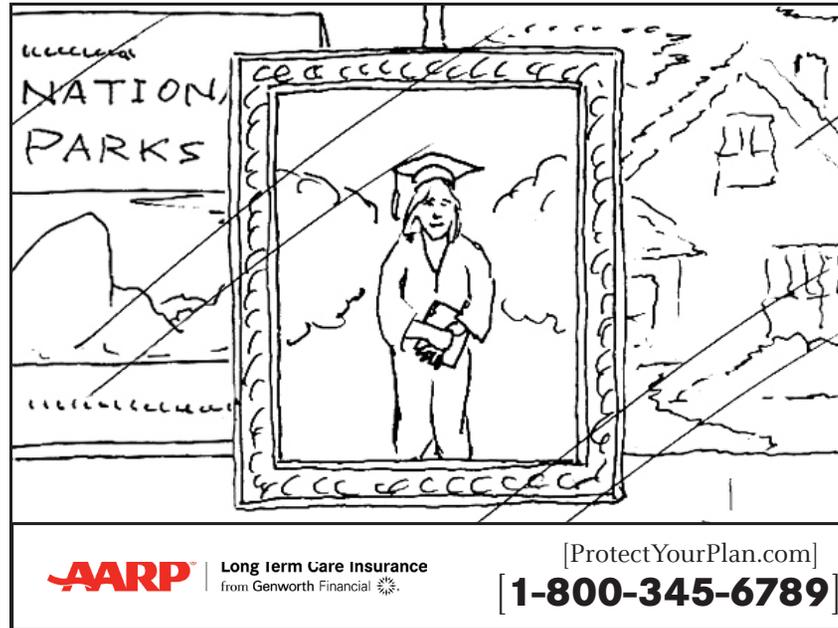
AARP | Long term Care Insurance
from Genworth Financial

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: With a range of affordable plans, including coverage for in home long term care.

Cut to view of characters walking with their plans toward park.

17



AVO: If you have dreams,

Cut to close up view of plans inside box.

18



AVO: now is the time to protect them.

Cut to lid being placed on box.

19



AARP endorses AARP Long Term Care Insurance underwritten by Genworth Life and Genworth Life of NY. Both companies pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP | Long term Care Insurance
from Genworth Financial 

[ProtectYourPlan.com]
[1-800-345-6789]

MAN 1: I enjoy today because tomorrow has a plan.

Cut to Man 1 speaking near the box.

20



AARP Long Term Care Insurance
from Genworth Financial

Help Protect Your Plans

AARP endorses AARP Long Term Care Insurance underwritten by Genworth Life and Genworth Life of NY. Both companies pay a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

Genworth Financial 

[ProtectYourPlan.com]
[1-800-345-6789]

AVO: Help protect your plans with AARP endorsed Long Term Care Insurance...

Cut to medium view of plans protected inside box with man and neighborhood in background.

21

Call Now [or Go Online] for Free Information

Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form series 7046POL and 7046 CERT-DC, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual policies 7044 (7044WA), 7044 Rev (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044NJ Rev, 7044OK Rev, 7044PA Rev, 7044TX Rev, 7044WA Rev) and 7048 (7048ID, 7048NJ, 7048WA). Policy form number may be followed by the state's two letter abbreviation. Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. You may request a licensed insurance agent to contact you regarding this solicitation of insurance. Genworth Life Insurance Company and Genworth Life Insurance Company of New York are Genworth Financial companies.

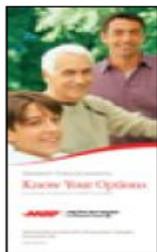
49717B 2/26/10

Genworth Financial [ProtectYourPlan.com]
[**1-800-345-6789**]

AVO: ...underwritten by Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York. [Call now] [1-800-XXX-XXXX] [or go online for free information.] (*ALT: Call now for free information or to set up a meeting with an agent...*)

ALT SUPER: Call to Schedule an Appointment

Cut to blue sky with final legal supers.



If You Have Dreams...

Now is the time to protect them.

To receive free information about Long Term Care Insurance coverage and a no-cost consultation with a licensed insurance agent, simply fill out and submit the form below. For faster service, call 1-888-474-0705.

Long Term Care Insurance underwritten by **Genworth Life Insurance Company**, a Genworth Financial company.

* Required field

First Name *

Last Name *

Address *

City *

State *

Zip Code *

Email Address

Phone Number * - -

Best Time to Call

Birth Date

By completing the form above and clicking on the "Submit" button, I request that a Genworth Life Insurance Company agent contact me by telephone, using the information I have supplied above.

AARP does not recommend health related products, services, insurance or programs. Insurance products carrying the AARP name are intended to be competitive products and may not be the lowest priced products. You are strongly encouraged to evaluate your needs and compare products. AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives or advisors.

AARP endorses AARP Long Term Care Insurance underwritten by Genworth Life Insurance Company. Genworth Life Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

Coverage may vary by state and may be offered under Group Policy Number 07101 using policy form series 7046POL and 7046 CERT-DC, Group Policy Number M00001 issued to Trustees of the AARP Insurance Plan using policy form series 7050, or under individual long term care insurance policies 7044, 7044 Rev (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044NJ Rev, 7044OK Rev, 7044PA Rev, 7044TX Rev, 7044WA Rev) and 7048 (7048ID, 7048NJ, 7048WA). Policy form number may be followed by the state's two letter abbreviation.

Not all policies are available in all states. Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent. A licensed insurance agent will contact you regarding this solicitation of insurance.

SERFF Tracking Number: GEFA-126537804 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 45151
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: AARP DRTV Commercials and Web Lead Card/49717A

Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Cover Letter

Comments:

Attachment:

AR Filing Letter AARP DRTV Commercials 49717A and 49717B 22610.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

March 11, 2010

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204
ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

AARP Lead Generation Advertisements

Type of Solicitation	Form Number	Title
Invitation to Inquire	49717A 2/26/10	AARP DRTV Commercial-120
Invitation to Inquire	49717B 2/26/10	AARP DRTV Commercial-60
Invitation to Inquire	49717C 03/03/10	AARP DRTV Web Lead Card

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval a copy of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$150 is being transmitted via EFT on the SERFF filing system.

These television commercials will be aired on a National basis to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR filed and approved on April 11, 2003 by your Department, our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department as well as our group long term care product under policy form series 7046POL and 7046CERT et al. This form series was approved by the Arkansas Department of Insurance on September 13, 2005.

The AARP DRTV Web Lead Card, 49717C 03/03/10, will be used as a landing page for ProtectYourPlan.com to collect contact information from consumers who respond to the DRTV commercial. We certify that the font size that will appear on the webpage will be 10 point font.

Explanation of Variables:

[ProtectYourPlan.com]-Will appear in some campaigns as a means to receive information about long term care insurance coverage and a no-cost consultation with one of our licensed insurance agents. It is a landing page for ProtectYourPlan.com (49717C 03/03/10) to collect contact information from consumers who respond to the DRTV commercial.

[1-800-345-6789]-The toll free telephone number will appear in some campaigns as a means to receive information about long term care insurance coverage and a no-cost consultation with one of our licensed insurance agents. Our marketing department plans on testing using both website landing page and or toll free telephone number as a means to reply.

[1-800-XXX-XXXX for free information]-Some campaigns will include the voice over that includes the toll free telephone number.



[\$75,000]- \$75,000 represents the figure currently being used for 2009. We bracketed the amount as we intend to update the cost once the 2010 Cost of Care Survey is complete (anticipated April, 2010).

[April 2009]. The dates are bracketed since we intend to replace with new dates once the updated survey is available (anticipated April, 2010).

(ALT: You can even have an agent sit down with you and answer any questions.)-Some campaigns will include the alternative voice over, “You can even have an agent sit down with you and answer any questions.”

We bracketed [or Go Online]. Marketing will run commercial with the message or without the message. [Call now] [1-800-XXX-XXXX] [or go online for free information.] (ALT: Call now for free information or to set up a meeting with an agent...”. Our marketing department plans on testing using both as a means to reply, or one or the other.

ALT SUPER: Call to Schedule an Appointment- Some campaigns will include the alternative voice over.

We are providing the storyboards and script for your information or review.

49717A 2/26/10 and 49717B 2/26/10 will replace previously filed 49717A 11/17/09 and 49717B 11/17/09. They were Filed by your Department on 12/09/2009 under SERFF Tracking Number GEFA-126408151.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments