

SERFF Tracking Number: GEFA-126540015 State: Arkansas  
Filing Company: Genworth Life Insurance Company State Tracking Number: 45150  
Company Tracking Number:  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits  
Project Name/Number: TLCA Consumer Brochure/48947

## Filing at a Glance

Company: Genworth Life Insurance Company  
Product Name: Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits  
SERFF Tr Num: GEFA-126540015 State: Arkansas  
TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 45150  
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: State Status: Closed  
Filing Type: Advertisement Reviewer(s): Marie Bennett  
Authors: Andy Zimmerman, Karen Lewis Disposition Date: 03/31/2010  
Date Submitted: 03/12/2010 Disposition Status: Filed  
Implementation Date Requested: On Approval Implementation Date:  
State Filing Description:

## General Information

Project Name: TLCA Consumer Brochure Status of Filing in Domicile: Pending  
Project Number: 48947 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: 03/31/2010 Explanation for Other Group Market Type:  
State Status Changed: 03/31/2010  
Deemer Date: Created By: Andy Zimmerman  
Submitted By: Andy Zimmerman Corresponding Filing Tracking Number:  
Filing Description:  
This brochure will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in Genworth Life Insurance Company's "Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits" policy form number SPDAPLTC 806 et al and rider form number SPDARLTC 806 et al filed and approved on February 12, 2009.

Explanation of Variables

48947 03/01/10

Page 3

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In the Allowed TLCA Combinations chart, the numbers are bracketed in case there are future adjustments to the "single premium range," "leverage factor," and "length of coverage."

**Page 4**

The Hypothetical Example has bracketing in order to make future adjustments to the example such as age and assets.

**Page 5**

The variables are bracketed in order to reset numbers in the instance of an interest crediting rate change or a change in the example.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

**Company and Contact**

**Filing Contact Information**

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com  
 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: \$50.00  
 Retaliatory? No  
 Fee Explanation: AR Filing Fee=\$50 per advertisement. We are submitting \$50.  
 Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------|--------|----------------|---------------|
|---------|--------|----------------|---------------|

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Genworth Life Insurance Company \$50.00 03/12/2010 34826093

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## Correspondence Summary

### Dispositions

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

*SERFF Tracking Number:*      *GEFA-126540015*                      *State:*                      *Arkansas*  
*Filing Company:*              *Genworth Life Insurance Company*              *State Tracking Number:*      *45150*  
*Company Tracking Number:*  
*TOI:*                      *LTC06 Long Term Care - Other*              *Sub-TOI:*                      *LTC06.000 Long Term Care - Other*  
*Product Name:*              *Total Living Coverage Annuity Single Premium Deferred Annuity With Long Term Care Benefits*  
*Project Name/Number:*      *TLCA Consumer Brochure/48947*

## **Disposition**

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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| <b>Schedule</b>            | <b>Schedule Item</b>   | <b>Schedule Item Status</b> | <b>Public Access</b> |
|----------------------------|------------------------|-----------------------------|----------------------|
| <b>Supporting Document</b> | Cover Letter           |                             | Yes                  |
| <b>Form</b>                | TLCA Consumer Brochure |                             | Yes                  |

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## Form Schedule

**Lead Form Number: 48947 03/01/10**

| Schedule Item Status | Form Number       | Form Type   | Form Name                 | Action  | Action Specific Data | Readability | Attachment                     |
|----------------------|-------------------|-------------|---------------------------|---------|----------------------|-------------|--------------------------------|
|                      | 48947<br>03/01/10 | Advertising | TLCA Consumer<br>Brochure | Initial |                      | 0.000       | 48947_03011<br>0_statefile.pdf |



Genworth®  
Financial

TOTAL LIVING COVERAGE® ANNUITY

Help Protect Your Future

SINGLE PREMIUM DEFERRED ANNUITY WITH LONG TERM CARE BENEFITS



# Total Living Coverage<sup>®</sup> Annuity

**Leverage Your Assets with Total Living Coverage Annuity.** Total Living Coverage Annuity (TLCA), a Linked Benefit product from Genworth Life Insurance Company, is a fast, simple way to pair the safety and tax-deferred growth of a single premium non-qualified deferred annuity (SPDA) with long term care (LTC) benefits. It allows you to leverage the assets you put into the annuity to create a larger pool of benefit dollars available for long term care expenses should the need arise. With TLCA, payments for long term care expenses are tax-free, ultimately allowing you to keep more of your own money instead of paying it in taxes.

## Is TLCA Right For You?

TLCA can help meet the needs of many individuals seeking an effective way to help protect savings from significant long term care expenses.

Total Living Coverage Annuity is a single premium deferred annuity with a long term care rider (LTCR). After a one-year deferral period, the rider first reduces the Annuity Value to pay for covered long term care expenses and then uses company dollars up to the coverage maximum.

### **TLCA may be the right option for you, if you:**

- Have assets to protect,
- Recognize that the probability of needing long term care is high enough and the cost great enough to make it an important part of your financial strategy,
- Are currently self-insuring for the risk of long term care.

## TLCA Highlights

Total Living Coverage Annuity provides:

- Protection in the event of a covered long term care (LTC) event, with comprehensive LTC benefits.
- No-lapse guarantee long term care insurance.
- The dependability and stability of an SPDA.
- Fast and easy, simplified underwriting process.

## 4 Steps to Building Your TLCA

Single  
Premium  
Amount

Inflation  
Protection

Leverage  
Factor

Length  
of LTC  
Coverage



### Build Your TLCA With 4 Simple Steps

#### Step 1

##### Determine Your Single Premium Amount

This is the amount that funds the annuity.

#### Step 2

##### Decide Whether You Want Inflation Protection

Inflation protection increases the total amount available for long term care coverage by either 3% or 5% compounded annually.

#### Step 3

##### Choose Your Leverage Factor

The single premium is initially leveraged to provide your long term care coverage maximum (total amount available for long term care coverage). The LTC coverage maximum can be 1.5x or 2x if inflation protection is chosen, or 2x or 3x without inflation protection.

#### Step 4

##### Determine Your Length of LTC Coverage

Your length of LTC coverage, or benefit period, can be 4 years or 6 years. The benefit period determines the maximum amount of long term care benefits you can receive each month.

**Here is how it works:**

**LTC coverage maximum ÷  
length of LTC coverage in months =  
LTC monthly maximum**

**Note:** If the long term care expenses actually incurred each month are less than the LTC monthly maximum, benefits may last for a longer period of time.

#### Allowed TLCA Combinations

| Single Premium Range | Inflation Protection | Leverage Factor | Length of LTC Coverage |
|----------------------|----------------------|-----------------|------------------------|
| \$48,000 - \$480,000 | Yes                  | 1.5x            | 4 years/48 months      |
| \$72,000 - \$720,000 | Yes                  | 1.5x            | 6 years/72 months      |
| \$54,000 - \$540,000 | Yes                  | 2x              | 6 years/72 months      |
| \$36,000 - \$480,000 | No                   | 2x              | 4 years/48 months      |
| \$54,000 - \$720,000 | No                   | 2x              | 6 years/72 months      |
| \$36,000 - \$480,000 | No                   | 3x              | 6 years/72 months      |

## Hypothetical Example – Meet James & Sarah

- Both Are [60] Years Old
- Close to Retirement
- Married with Children and Grandchildren
- Have Investable Assets of More Than [\$300,000]
- Concerned A Long Term Care Event, Taxes and Inflation Will Reduce Their Assets Significantly

### James and Sarah meet with their financial professional.

While reviewing James' and Sarah's asset allocations, their financial professional asks them how they will pay for a possible long term care event. James and Sarah indicate they are confident they have enough assets to cover any long term care expenses they might have.

Their financial professional suggests looking at some different strategies to prepare for a potential long term care event. He recommends James and Sarah purchase a Total Living Coverage Annuity and leverage their assets to give them access to comprehensive long term care coverage in the future. On a tax free basis, they are able to reallocate [\$100,000] from their current assets tax-free and purchase two Total Living Coverage Annuity policies at [\$50,000] each.

TLCA allows James and Sarah to continue growing their assets on a tax deferred basis in the annuities plus, if they need long term care, their initial premiums are leveraged to help pay for covered expenses. Payments for long term care expenses are tax-free, ultimately allowing James and Sarah to keep more of their own money instead of paying it in taxes.

James and Sarah choose inflation protection at 5% compounded annually and choose to leverage their initial premiums 2X with a 6 year LTC benefit period. After 20 years, they will each have [\$265,330] in long term care coverage if they need it. They are comforted in knowing that they are well protected if they have a long term care event.

By choosing TLCA, James and Sarah significantly increase the amount of money available for covered LTC expenses and have access to comprehensive long term care benefits if needed. TLCA also helps protect them from a potentially overwhelming reduction of their assets.



## James' & Sarah's TLCA Summaries<sup>1</sup>

|  | James         | Sarah         |
|--|---------------|---------------|
| Single Premium   | [ \$50,000 ]  | [ \$50,000 ]  |
| Optional Inflation Protection Benefit                              | [ 5% ]        | [ 5% ]        |
| Leverage Factor  | [ 2x ]        | [ 2x ]        |
| Long Term Care Benefit Period                                      | [ 6 years ]   | [ 6 years ]   |
| Initial LTC Coverage Maximum<br>(Single Premium x Leverage Factor) | [ \$100,000 ] | [ \$100,000 ] |
| Total LTC Coverage at Year 20*                                     | [ \$265,330 ] | [ \$265,330 ] |
| LTC Monthly Maximum at Year 20*                                    | [ \$3,685 ]   | [ \$3,685 ]   |

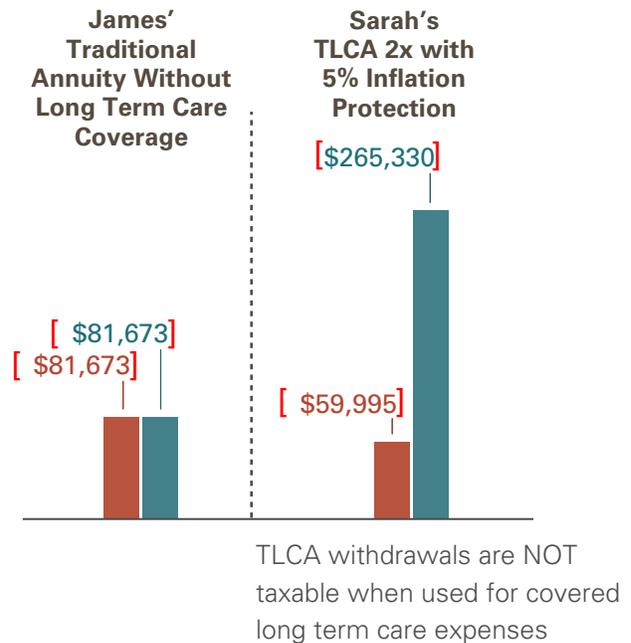
## What if James and Sarah chose an alternate financial strategy?

Assume James chose to take [ \$50,000 ] and purchase a non-qualified traditional annuity without long term care insurance. Let's also assume that Sarah chose to take [ \$50,000 ] and purchase a TLCA policy.

Their financial strategies produce very different results if a long term care event occurs. If a long term care event happened, James could use the contract value of his annuity to pay for long term care expenses. However, without the leverage of TLCA, James has significantly less money available to him to pay for long term care expenses from the annuity.

The chart illustrates the differences between James' non-qualified traditional annuity and Sarah's TLCA policy.

For more information on how to leverage your dollars for protection, ask your financial professional about TLCA.



- Amount Available for Long Term Care at Year [20]\*
- Account Value Available to Beneficiary at Year [20]\*

Illustrates [ \$50,000 ] initially used to fund a traditional annuity or TLCA. All TLCA examples assume a [ 3.5 ]% interest crediting rate. Sarah's annuity value reflects the effect of charges for long term care insurance.

\*All TLCA examples assume policies are in force over the period illustrated and no withdrawals or claims have occurred.

<sup>1</sup> James' and Sarah's TLCA summaries reflect total LTC coverage and subsequent LTC monthly maximum in [ 20 ] years. These summaries are calculated based on them being [ 60 ] years old, having a couples discount and a [ 3.5 ]% interest crediting rate.

## Additional TLCA Features

### No-Lapse Guarantee

Monthly LTC charges begin on the policy's effective date and reduce the Annuity Value. Total Living Coverage Annuity comes with a no-lapse guarantee. The policy will not lapse even if the annuity policy value isn't sufficient to cover the long term care charges. Long term care coverage can continue until both the Annuity Value and the LTCR coverage maximum are depleted.

### Waiver of Monthly Long Term Care Charges

We waive the monthly long term care charge beginning **with the first monthly charge after the first claim payment is made** for home care, facility care or bed reservation benefit. Charges resume once claims are discontinued.

### Death Benefit

Your beneficiaries will receive a death benefit that is the greater of the Annuity Value or the single premium less long term care expenses paid and other withdrawals.

## Next Steps

### Total Living Coverage Annuity

Talk with your financial professional or insurance agent today about Total Living Coverage Annuity. Take steps to make sure your future is covered. Total Living Coverage Annuity is an effective way to help protect yourself from the high cost of a long term care event, by significantly increasing the amount you have available to pay for covered long term care expenses when needed.



# Additional Information

## Withdrawals and Surrenders:

**For Covered Care:** There are no surrender charges for withdrawals due to covered care. The annuity value and rider coverage maximum are reduced by the amount of the withdrawal. The rider monthly maximum remains unchanged.

**For Other Than Covered Care:** An annual free withdrawal amount up to 10% of the prior anniversary's annuity policy value (or 10% of the single premium in the first policy year) can be withdrawn without surrender charges in a policy year. Surrender charges, at the following rates, apply to withdrawals and surrender amounts in excess of any free withdrawal amount.

- \$500 minimum withdrawal
- \$25,000 must remain after withdrawal

|                          |    |    |    |    |    |    |    |    |
|--------------------------|----|----|----|----|----|----|----|----|
| <b>Policy Year:</b>      | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8+ |
| <b>Surrender Charge:</b> | 7% | 7% | 7% | 6% | 5% | 4% | 3% | 0% |

The rider coverage and monthly maximums are reduced in the same proportion as the withdrawal bears to the annuity value immediately before the withdrawal. These reductions may be significantly larger than the amount of the withdrawal. The annuity value is reduced by the withdrawal.

In South Dakota, a person must have at least \$250,000 in assets, excluding their home and other qualified assets in order to purchase TLCA.

*Genworth Financial is a proud sponsor of*

**alzheimer's association®**

the compassion to care, the leadership to conquer



Genworth Life is a member of the Insurance Marketplace Standards Association (IMSA). Membership promotes ethical standards in the sale and service of individually-sold life insurance, annuity, and long term care insurance products.

Alzheimer's Association and Genworth Financial, Inc. have entered into a strategic relationship that permits Genworth's use of the Association's trademarks and/or logos.

The use of the Alzheimer's Association logo does not constitute an endorsement of the Company's products and services.

**Total Living Coverage Annuity** single premium deferred annuity with long term care benefit rider is subject to Policy Form No. SPDAPLTC 806 et al. and Rider Form No. SPDARLTC 806 et al. Product may not be available in all states. Terms and conditions may vary by state.

All applications are subject to the underwriting requirements of Genworth Life Insurance Company. Generally, an annuity death benefit payable to your beneficiary is subject to federal income tax to the extent that the benefit exceeds the income-tax basis of the annuity policy. Policy value that accumulates within the annuity policy grows on an income-tax deferred basis and is not subject to income tax until it is withdrawn or if the annuity policy terminates. If the policyowner is under age 59 ½ when a termination or non long term care withdrawal occurs, the policyowner may be subject to an additional tax of 10% of the amount includible in gross income unless an available exception applies.

Benefit payments made under this policy for covered long term care services are income-tax free. Monthly charges to pay for long term care insurance are not included in gross income of the policyowner, but reduce the policyowner's income-tax basis (not below zero) in the annuity policy. No medical-expense income-tax deduction is available for these monthly charges.

The company has provided this information to help you understand the ideas discussed. Any examples are hypothetical and are used only to help you understand the concepts of the policy. What the company says about legal or tax matters is its understanding of current law, but the company is not offering legal or tax advice. Tax laws and IRS administrative positions may change. This material is not intended to be used by any taxpayer to avoid any IRS penalty. You should consult independent tax and legal professionals for advice based on your particular circumstances.

Insurance and annuity products:

- Are not deposits.
- Are not insured by the FDIC or any other federal government agency.
- May decrease in value.
- Are not guaranteed by any bank or its affiliates.

Details about benefits, costs, limitations, and exclusions can be found in the outline of coverage.

This is a solicitation of insurance. An insurance agent will contact you.

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## Supporting Document Schedules

**Item Status:**

**Status**

**Date:**

**Satisfied - Item:** Cover Letter

**Comments:**

**Attachment:**

AR Filing Letter TLCA Consumer Brochure 48947 030110.pdf





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](mailto: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](mailto:Andy.Zimmerman@genworth.com)

Attachments