

SERFF Tracking Number: LCNC-126508551 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 44948
Company Tracking Number: LCN0910-2035742, LCN0910-2035741
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus - Fact sheets Advertising Materials/LCN0910-2035741, LCN0910-2035742

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
SERFF Tr Num: LCNC-126508551 State: Arkansas

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 44948
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: LCN0910-2035742, LCN0910-2035741
State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett
Author: Anabela Tavares Disposition Date: 03/31/2010
Date Submitted: 02/22/2010 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Lincoln MoneyGuard Reserve Plus - Fact sheets
Advertising Materials

Status of Filing in Domicile: Authorized

Project Number: LCN0910-2035741, LCN0910-2035742

Date Approved in Domicile:

Requested Filing Mode:

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: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

Form(s):

SERFF Tracking Number: LCNC-126508551 State: Arkansas
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Project Name/Number: Lincoln MoneyGuard Reserve Plus - Fact sheets Advertising Materials/LCN0910-2035741, LCN0910-2035742
LCN0910-2035741 – Lincoln MoneyGuard® Reserve Plus Single Premium - Fact Sheet
LCN0910-2035742 - Lincoln MoneyGuard® Reserve Plus Flexible Premium - Fact Sheet

Dear Sir or Madam:

Attached for your review and approval are the above-referenced advertising forms. These forms are new and do not replace any other forms previously approved by your Department.

These advertisements will be used with base contract and riders LN870, LR870, LR871, LR872 and B10465F approved by the department on October 5, 2009 under SERFF number LCNC-126293409.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Sincerely,

Anabela Tavares
Product Compliance Coordinator
Telephone: 860-466-2307
Fax: 860-466-1348
E-mail: anabela.tavares@lfg.com

Company and Contact

Filing Contact Information

Anabela Tavares, Compliance Coordinator anabela.tavares@lfg.com
350 Church Street 860-466-2307 [Phone]
Hartford , CT 06103 860-466-1348 [FAX]

Filing Company Information

The Lincoln National Life Insurance Company CoCode: 65676 State of Domicile: Indiana
350 Church Street - MPM1 Group Code: 20 Company Type: Life
Hartford, CT 06103-1106 Group Name: State ID Number:
(860) 466-2899 ext. [Phone] FEIN Number: 35-0472300

Filing Fees

SERFF Tracking Number: LCNC-126508551 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 44948
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Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$100.00	02/22/2010	34353758

SERFF Tracking Number: LCNC-126508551 State: Arkansas
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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: LCNC-126508551 *State:* Arkansas
Filing Company: The Lincoln National Life Insurance Company *State Tracking Number:* 44948
Company Tracking Number: LCN0910-2035742, LCN0910-2035741
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Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus - Fact sheets Advertising Materials/LCN0910-2035741, LCN0910-2035742

Disposition

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: LCNC-126508551 State: Arkansas
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Lincoln MoneyGuard Reserve Plus Single Premium - Fact Sheet		Yes
Form	Lincoln MoneyGuard Reserve Plus Flexible Premium - Fact Sheet		Yes

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Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LCN0910-2035741	Advertising	Lincoln MoneyGuard Reserve Plus Single Premium - Fact Sheet	Initial		0.000	LCN0910-2035741.pdf
	LCN0910-2035742	Advertising	Lincoln MoneyGuard Reserve Plus Flexible Premium - Fact Sheet	Initial		0.000	LCN0910-2035742.pdf

Lincoln MoneyGuard® Reserve Plus Single Premium

Fact Sheet

Lincoln MoneyGuard Reserve Plus is a universal life insurance policy issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.

Lincoln MoneyGuard Reserve Plus is a universal life insurance policy funded with a single premium payment.

Coverage

Issue ages and classes

Ages 35–80 (age last birthday), male/female, nonsmoker and smoker

Minimum specified amount

\$25,000 (may vary by state)

Maximum specified amount

\$500,000 with 2-year CCBR; \$750,000 with 3-year CCBR

Benefit period options (CCBR+EOBR)

2 years (2+0), 3 years (3+0), 4 years (2+2), 5 years (3+2), 6 years (2+4), 7 years (3+4)
Benefits paid monthly.

Deductible period

No deductible period required.

Guaranteed interest rate

4%

Qualified long-term care benefits include

Home healthcare, assisted living, nursing home, adult daycare, personal care services, hospice services, alternative care services. Benefits may vary by state.

Expenses are reimbursed up to the monthly maximum for all levels of care, and they are intended to be income tax-free under IRC Section 104(a)(3).

Convalescent Care Benefits Rider (CCBR)

This rider allows us to accelerate the specified amount of death benefit to pay for covered long-term care expenses. Benefits may be paid over 24 or 36 months.

Extension of Benefits Rider (EOBR)

This rider extends benefits after the entire specified amount of death benefit has been used to pay the long-term care expenses. You may choose an additional 24 or 48 months of benefit payments.

These riders are intended to provide qualified long-term care benefits under IRC Section 7702B(b). The costs for the CCBR and EOBR are deducted monthly from the policy cash value and are treated as "distributions" from your Lincoln MoneyGuard Reserve Plus policy. Lincoln will not report these distributions as taxable to you, even if your policy is a Modified Endowment Contract (MEC). Instead, the costs will reduce the investment in the contract (cost basis), but not below zero, as the costs are taken from your policy. Once the cost basis in the contract has been reduced to zero, distributions will come from any gain in the contract and will be reportable as taxable distributions.

A 10% penalty may apply if such a distribution is taxable and occurs prior to age 59½. Lincoln Financial Group, its affiliated companies, and its representatives/insurance agents do not provide legal or tax advice. Please consult your tax advisor for additional information about how this may apply to your specific situation.

Taxation of costs for CCBR and EOBR



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The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

Lincoln MoneyGuard® Reserve Plus Single Premium

Inflation protection

There are three options available: 3% Simple, 3% Compound, and 5% Compound. The same option will apply to both the CCBR and the EOBR, and the costs for inflation protection will be deducted monthly from the policy cash value. Unless rejected at issue, the policy will default to the 5% Compound option. Inflation protection on the CCBR is subject to state availability.

Enhanced Surrender Value Endorsement (ESVE)

Ensures that the amount available upon surrender will equal or exceed the initial premium paid. Available at issue on all policies and included in the policy cost. Any benefit provided by the ESVE will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or any claim payments made from the policy.

Residual death benefit

If your entire specified amount of death benefit has been used to pay for long-term care, Lincoln MoneyGuard Reserve Plus will pay your beneficiary a residual death benefit. At the time you purchase the policy, the benefit is equal to 10% of the initial death benefit. The residual death benefit will be adjusted by any loans, loan interest, withdrawals, or loan repayments. Loans are charged interest.

International benefit

Benefits under the CCBR will also be available if the client is confined to a nursing home or assisted living facility outside the United States, its territories, or possessions. Such benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBR Benefit Limit may be used for this purpose.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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LCN0910-2035741
LIF-MGR-09-0023
MGR-SP-FST002_Z01
XX 2/10 Z01

Order code: MGR-SP-FST002

Important disclosures. Please read.

Lincoln MoneyGuard® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or any claim payments made. The cost of riders will be deducted monthly from the policy cash value. **Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company and are subject to policy terms and conditions.** The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln MoneyGuard® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Rider Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872. **Contractual obligations are backed by the claims-paying ability of The Lincoln National Life Insurance Company.**

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

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Lincoln *MoneyGuard*[®] Reserve Plus Flexible Premium

Fact Sheet

Lincoln *MoneyGuard* Reserve Plus is a universal life insurance policy issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.

Coverage	You may fund this policy with annual payments over 3-, 5-, 7-, or 10-year periods, at which time the policy becomes paid up (assuming no loans or withdrawals are taken).
Issue ages and classes	Ages 35–80 (age last birthday), male/female, nonsmoker and smoker
Minimum specified amount	\$25,000 (may vary by state)
Maximum specified amount	\$500,000 with 2-year CCBR; \$750,000 with 3-year CCBR
Benefit period options (CCBR+EOBR)	2 years (2+0), 3 years (3+0), 4 years (2+2), 5 years (3+2), 6 years (2+4), 7 years (3+4) Benefits paid monthly.
Deductible period	No deductible period required.
Guaranteed interest rate	4%
Qualified long-term care benefits include	Home healthcare, assisted living, nursing home, adult daycare, personal care services, hospice services, alternative care services. Benefits may vary by state. Expenses are reimbursed up to the monthly maximum for all levels of care, and they are intended to be income tax-free under IRC Section 104(a)(3).
Convalescent Care Benefits Rider (CCBR)	This rider allows us to accelerate the specified amount of death benefit to pay for qualified long-term care expenses. Benefits may be paid over 24 or 36 months.
Extension of Benefits Rider (EOBR)	This rider extends benefits after the entire specified amount of death benefit has been used to pay the long-term care expenses. You may choose an additional 24 or 48 months of benefit payments.
Taxation of costs for CCBR and EOBR	These riders are intended to provide qualified long-term care benefits under IRC Section 7702B(b). The costs for the CCBR and EOBR are deducted monthly from the policy cash value and are treated as “distributions” from your Lincoln <i>MoneyGuard</i> Reserve Plus policy. Lincoln will not report these distributions as taxable to you, even if your policy is a Modified Endowment Contract (MEC). Instead, the costs will reduce the investment in the contract (cost basis), but not below zero, as the costs are taken from your policy. Once the cost basis in the contract has been reduced to zero, distributions will come from any gain in the contract and will be reportable as taxable distributions. A 10% penalty may apply if such a distribution is taxable and occurs prior to age 59½. Lincoln Financial Group, its affiliated companies, and its representatives/insurance agents do not provide legal or tax advice. Please consult your tax advisor for additional information about how this may apply to your specific situation.



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Lincoln MoneyGuard® Reserve Plus Flexible Premium

Inflation protection

There are three options available: 3% Simple, 3% Compound, and 5% Compound. The same option will apply to both the CCBR and the EOBR, and the costs for inflation protection will be deducted monthly from the policy cash value. Unless rejected at issue, the policy will default to the 5% Compound option. Inflation protection on the CCBR is subject to state availability.

Enhanced Surrender Value Endorsement (ESVE)

After the policy is paid up, the ESVE ensures that the amount available upon surrender will equal or exceed the sum of the premiums paid. Included in the policy cost for issue ages 35–65. Any benefit provided by the ESVE will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or any claim payments made from the policy. The ESVE will terminate if a loan or withdrawal is taken prior to the policy being paid up.

Residual death benefit

If your entire specified amount of death benefit has been used to pay for long-term care, Lincoln MoneyGuard Reserve Plus will pay your beneficiary a residual death benefit. At the time you purchase the policy, the benefit is equal to 10% of the initial death benefit. The residual death benefit will be adjusted by any loans, loan interest, withdrawals, or loan repayments. Loans are charged interest.

International benefit

Benefits under the CCBR will also be available if the client is confined to a nursing home or assisted living facility outside the United States, its territories, or possessions. Such benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBR Benefit Limit may be used for this purpose.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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LCN0910-2035742
LIF-MGR-09-0023
MGR-FP-FST003_Z01
XX 2/10 Z01

Order code: MGR-FP-FST003

Important disclosures. Please read.

Lincoln MoneyGuard® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or any claim payments made. The cost of riders will be deducted monthly from the policy cash value. **Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company and are subject to policy terms and conditions.** The insurance policy and riders have limitations, exclusions, and/or reductions.

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