

SERFF Tracking Number: PALD-126558556 State: Arkansas  
Filing Company: Pacific Life Insurance Company State Tracking Number: 45266  
Company Tracking Number: R09IAR INFO.  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: R09IAR Info.  
Project Name/Number: R09IAR Info./R09IAR Info.

## Filing at a Glance

Company: Pacific Life Insurance Company

Product Name: R09IAR Info.

TOI: L08 Life - Other

Sub-TOI: L08.000 Life - Other

Filing Type: Form

SERFF Tr Num: PALD-126558556 State: Arkansas

SERFF Status: Closed-Accepted State Tr Num: 45266

For Informational Purposes

Co Tr Num: R09IAR INFO.

State Status: Filed-Closed

Reviewer(s): Linda Bird

Author: Robin Lee

Disposition Date: 03/29/2010

Date Submitted: 03/25/2010

Disposition Status: Accepted For

Informational Purposes

Implementation Date:

Implementation Date Requested:

State Filing Description:

## General Information

Project Name: R09IAR Info.

Project Number: R09IAR Info.

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/29/2010

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: 03/29/2010

Created By: Robin Lee

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Robin Lee

Filing Description:

March 25, 2010 NAIC # 00067466

FEIN # 95-1079000

Mr. John Shields

Policy Form Filings, Life

Arkansas Department of Insurance

1200 W. Third Street

Little Rock, AR 72201-1904

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Re: Form R09IAR Indexed Account Rider – Informational Filing

Dear Mr. Shields:

We are submitting an informational filing for the above referenced individual (non-group) life insurance form. This is a change to the very recently submitted rider. The rider was submitted along with the policies to which it can be attached, form # P09SE5 and P09MVP, all approved 09/16/09, under SERFF filing PALD - 126227146.

The change to the rider is on the Policy Specifications for the rider (Schedule Page). We have included only the Policy Specifications page since it is the only page with any change. The change is to increase the guaranteed rate paid on the Indexed Account (the guaranteed “floor” for the indexed interest credit) from 0% to 1%. This rate appears in 2 places on the Policy Specifications page. The rider has not been issued, so we have not changed the form number of the rider. The only other documents that have changed are the actuarial memorandums for the 2 products (each which may include the rider). In the case of these actuarial memos, the guaranteed interest on the rider has also been changed from 0% to 1%. This guaranteed interest rate shows on page 4 of each actuarial memo. Please note that the actuarial memo covers both the rider and the policy, to which the rider may be attached.

These changes (0% to 1% in the rider’s Policy Specifications and 0% to 1% the in actuarial memos) have been underlined for your ease of reference. For the Policy Specifications page, the change is marked as a “black-line” copy. For the actuarial memos, the change is underlined by hand (see page 4 of each memo). In the case of the Specifications page only, a copy without any red-lining is also included for completeness. In the interests of economy, we have not included the appendices for the actuarial memo as they have not changed at all. Unless we hear from you to the contrary by April 30, we will assume your approval of this informational filing.

To the best of my knowledge and belief this filing complies with the laws and regulations of your state. If you would like to discuss any aspect of this filing, please feel free to contact me at (800) 800-7681, extension 7087 or email me at robin.lee@pacificlife.com.

Sincerely,

Robin Lee, FLMI, AIRC  
Sr. Compliance Analyst  
Product Compliance, Life Division

**Company and Contact**



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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		03/29/2010	03/29/2010

*SERFF Tracking Number:* PALD-126558556      *State:* Arkansas  
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## **Disposition**

Disposition Date: 03/29/2010

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Actuarial Memorandums		No
Supporting Document	R09IAR Redlined Spec Page		Yes
Form	Indexed Account Rider		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
	R09IAR	Schedule Pages	Indexed Account Rider	Revised	Replaced Form #: The rider has not been issued, so we have not changed the form number of the rider. Previous Filing #: Identified in Cover Letter	0.000	R09IAR Spec Page.pdf

## 1 YEAR INDEXED ACCOUNT

Segment Term: 1 Year

Segment Guaranteed Interest Rate: 1.00%

Cumulative Segment Guaranteed Interest Rate: 1.00%

Guaranteed Minimum Participation Rate: 100% for the Segment Term

Guaranteed Minimum Growth Cap: 3% for the Segment Term

Monthly Rider Charge Rate: 0.025%

**Overview** – This describes the elements and method used in calculating Segment Indexed Interest for each Segment of this Indexed Account. Also, see Indexed Accounts.

**Index** – The Index is the Standard & Poor's 500® Composite Stock Price Index, excluding dividends. If the Standard & Poor's 500® Composite Stock Price Index is discontinued, or if we are unable to use it for reasons beyond our control, we will substitute a successor index of our choosing. In such case, we will notify you of the change at your last known address.

**Segment Indexed Interest** – At Segment Maturity, Segment Indexed Interest will be credited to the Segment and is equal to the Segment Indexed Interest Rate multiplied by the average of all Segment Monthly Balances over the entire Segment Term.

**Segment Monthly Balance** – The Segment Monthly Balance is, as of the end of any Segment Month, the amount initially transferred to the Segment on the Segment Date minus all Segment Deductions, excluding any interest that may have been credited to the Segment.

**Segment Indexed Interest Rate** – The Segment Indexed Interest Rate reflects any growth in the Index multiplied by the Participation Rate, subject to the Growth Cap, that exceeds the Cumulative Segment Guaranteed Interest Rate. The Segment Indexed Interest Rate is equal to [the lesser of (a x b) and c] - d, such result being not less than zero, where:

a = Index Growth Rate

b = Participation Rate

c = Growth Cap

d = Cumulative Segment Guaranteed Interest Rate

**Index Growth Rate** – In calculating the Segment Indexed Interest, the Index Growth Rate for that Segment Term is first calculated, as  $(b \div a) - 1$ , where:

a = the Closing Value of the Index as of the day before the beginning of the Segment Term; and

b = the Closing Value of the Index as of the day before the end of the Segment Term.

**Participation Rate** – This is the percentage of the Index Growth Rate that is used in calculating the Segment Indexed Interest Rate. The Guaranteed Minimum Participation Rate is shown above. We may declare a higher Participation Rate, which will be shown in your Annual Report.

**Growth Cap** – This is the maximum total interest rate for a Segment over the Segment Term, including both the Cumulative Segment Guaranteed Interest Rate and the Segment Indexed Interest Rate. The Guaranteed Minimum Growth Cap is shown above. We may declare a higher Growth Cap, which will be shown in your Annual Report.

**Cumulative Segment Guaranteed Interest Rate** – The Cumulative Segment Guaranteed Interest Rate is the Segment Guaranteed Interest Rate compounded annually for the number of years of the Segment Term.

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## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Flesch Certification		
<b>Bypass Reason:</b> n/a		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> n/a		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> R09IAR Redlined Spec Page		
<b>Comments:</b>		
<b>Attachment:</b> R09IAR Redline Spec Page.pdf		

## 1 YEAR INDEXED ACCOUNT

Segment Term: 1 Year

Segment Guaranteed Interest Rate: 01.00%

Cumulative Segment Guaranteed Interest Rate: 01.00%

Guaranteed Minimum Participation Rate: 100% for the Segment Term

Guaranteed Minimum Growth Cap: 3% for the Segment Term

Monthly Rider Charge Rate: 0.025%

**Overview** – This describes the elements and method used in calculating Segment Indexed Interest for each Segment of this Indexed Account. Also, see Indexed Accounts.

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**Cumulative Segment Guaranteed Interest Rate** – The Cumulative Segment Guaranteed Interest Rate is the Segment Guaranteed Interest Rate compounded annually for the number of years of the Segment Term.