Filing at a Glance

Company: The Cincinnati Life Insurance Company

Product Name: Form CLI-8665 (3/10), Worry-free universal life insurance	SERFF Tr Num: GRJR-126622446	State: Arkansas
TOI: L08 Life - Other	SERFF Status: Closed-Filed-Closed	State Tr Num: 45635
Sub-TOI: L08.000 Life - Other	Co Tr Num: CLI86650310	State Status: Filed-Closed
Filing Type: Form		Reviewer(s): Linda Bird
	Authors: Jennifer Henley, Deborah Naegele, Karen Eichler	Disposition Date: 05/12/2010
	Date Submitted: 05/11/2010	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: Point of Sale Advertising
Project Number: Point of Sale Advertising
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 05/12/2010

Deemer Date:
Submitted By: Karen Eichler
Filing Description:
FEIN: 31-1213778
NAIC: 0244-76236

Status of Filing in Domicile: Not Filed
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: 05/12/2010
Created By: Karen Eichler
Corresponding Filing Tracking Number:

The Cincinnati Life Insurance Company
Point of Sale Advertising Piece – Life Insurance

Form CLI-8665 (3/10), Worry-free universal life insurance

For Use With Form:
Form CLI-144-AR (5/09), Flexible Premium Adjustable Life Insurance Policy, previously approved by your department on June 22, 2009.

Dear Madame or Sir,

The above-captioned form is being submitted for your review and approval. This form is new.

The forms we are filing may, at some time in the future, be converted to an electronic document. Such adaptation may slightly alter the appearance of the document but we assure that its content will not change.

I would greatly appreciate your approval at your earliest convenience. Thank you for your usual courtesy and cooperation.

Company and Contact

Filing Contact Information

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513-870-2000 [Phone] 4386 [Ext]
513-881-8984 [FAX]

Filing Company Information

The Cincinnati Life Insurance Company	CoCode: 76236	State of Domicile: Ohio
6200 S. Gilmore Road	Group Code: 244	Company Type:
Fairfield, OH 45014	Group Name:	State ID Number:
(513) 870-2000 ext. 4386[Phone]	FEIN Number: 31-1213778	

Filing Fees

Fee Required?	Yes
Fee Amount:	$50.00
Retaliatory?	Yes
Fee Explanation:	1 adv form X $50.00 each
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #

SERFF Tracking Number:	*GRJR-126622446*	*State:*	*Arkansas*
Filing Company:	*The Cincinnati Life Insurance Company*	*State Tracking Number:*	*45635*
Company Tracking Number:	*CLI86650310*		
TOI:	*L08 Life - Other*	*Sub-TOI:*	*L08.000 Life - Other*
Product Name:	*Form CLI-8665 (3/10), Worry-free universal life insurance*		
Project Name/Number:	*Point of Sale Advertising/Point of Sale Advertising*		

The Cincinnati Life Insurance Company	$50.00	05/11/2010	36394599

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	05/12/2010	05/12/2010

Disposition

Disposition Date: 05/12/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	*GRJR-126622446*	*State:*	*Arkansas*
Filing Company:	*The Cincinnati Life Insurance Company*	*State Tracking Number:*	*45635*
Company Tracking Number:	*CLI86650310*		
TOI:	*L08 Life - Other*	*Sub-TOI:*	*L08.000 Life - Other*
Product Name:	*Form CLI-8665 (3/10), Worry-free universal life insurance*		
Project Name/Number:	*Point of Sale Advertising/Point of Sale Advertising*		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		Yes
Form	Worry-free universal life insurance		Yes

Form Schedule

Lead Form Number: Form CLI8665 (3/10)

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	Form CLI-8665 (3/10)	Advertising	Worry-free universal life insurance	Initial		0.000	Form CLI-8665 (3-10).pdf

About
Cincinnati Life

Cincinnati Life, a wholly owned subsidiary of The Cincinnati Insurance Company, has grown and prospered by successfully serving policyholders for more than 20 years. Your policy comes from a company that has a high financial strength rating from A.M. Best Co., an independent provider of insurance ratings since 1899. Our A.M. Best rating places our company among the top life insurers. Please view www.cinfin.com for our latest financial strength ratings.

For more information, please contact your local independent agent recommending coverage:

This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. Products available in most states.

THE CINCINNATI INSURANCE COMPANIES

www.cinfin.com

The Cincinnati Insurance Companies refers to an insurer group that includes The Cincinnati Life Insurance Company.

THE
CINCINNATI LIFE INSURANCE COMPANY
6200 S. GILMORE ROAD, FAIRFIELD, OH 45014-5141

(3/10)

Protecting Your Lifestyle

Worry-free universal life insurance

LifeHorizons PerpetUL 121
Form CLI-144

THE
CINCINNATI LIFE INSURANCE COMPANY

Form CLI-8665

Continuous coverage

Lifetime protection

Cincinnati Life's PerpetUL 121 offers you a worry-free lifetime of coverage with affordable premiums. By paying a specified premium, you can rest easy knowing the coverage will continue and the death benefit will be there when your family needs it.

Flexible

Universal life insurance is one of the most flexible types of life insurance products available. It allows you to tailor a life insurance policy based on your individual or family needs and financial plans for the future.

Death benefit guarantee

PerpetUL 121 offers you a death benefit guarantee up to age 121. The death benefit guarantee means you can lock in a premium rate at the beginning of the policy, guaranteeing that when premiums are paid as scheduled, your policy will not lapse even if interest rates drop or there is an increase in insurance costs or administrative expenses.

Deviations from the scheduled premium, timing of the premium payments or certain transactions – including loans or partial withdrawals – will affect the guarantee.

Although PerpetUL 121 is not a cash accumulation product, the coverage and death benefit will always be guaranteed. You can enjoy life knowing your or your family's financial future is taken care of.

PerpetUL 121 also offers you:

- Single, limited or level pay options
- No premiums required after age 100
- Flexible guaranteed period to meet your changing insurance needs

With a flexible guaranteed period, you choose whether your policy is guaranteed for a certain number of years or to a specified age – a policy tailored to meet your individual needs.

Supporting Document Schedules

Item Status: **Status Date:**

Bypassed - Item: Flesch Certification

Bypass Reason: N/A Advertising filing

Comments:

Item Status: **Status Date:**

Satisfied - Item: Application

Comments:

Form CLI-8665 will be used with the attached policy, previously approved by your department on June 22, 2009.

Attachment:

AR CLI-144 (5-09).pdf

THE
CINCINNATI LIFE INSURANCE COMPANY
P.O. BOX 145496, CINCINNATI, OHIO 45250-5496
(513) 870-2000

TWENTY DAY RIGHT TO EXAMINE POLICY

We want you to be satisfied with the policy you have purchased. We urge you to examine it closely. If for any reason, you are not satisfied, you may return the policy to us or to any of our agents within twenty days after you received it. We will cancel it and refund all of the premium you paid.

We will pay a benefit as provided in this policy if this policy is in force and if the insured is alive on the maturity date shown in the Policy Specifications. If the insured dies before the maturity date and this policy is in force, we will pay the death benefit to the beneficiary upon receipt at our Home Office of due proof of the insured's death. If the proceeds of the policy are not paid within 30 days from the date proof of death has been forwarded to us, we will pay interest at the rate of 8% per year until said proceeds are paid. We will require surrender of this policy in the course of any settlement. This policy will end when the benefit is paid.

Executed at our Home Office in Cincinnati, Ohio.

Secretary **President**

Flexible Premium Adjustable Life Insurance Policy
Flexible Premiums Payable
for the Period Shown in the Policy Specifications
or Until Prior Death of the Insured
Adjustable Death Benefit Payable at Death of the Insured
Before the Maturity Date
Cash Value Payable on Maturity Date
Nonparticipating

INSURED: JOHN DOE
POLICY NUMBER: 12345678

Form CLI-144-AR (5/09)

THE
CINCINNATI LIFE INSURANCE COMPANY

POLICY SPECIFICATIONS

SPECIFIED AMOUNT	[$100,000]
MINIMUM SPECIFIED AMOUNT	$50,000
PREMIUMS PAYABLE FOR	[85 YEARS]
MAXIMUM LOAN INTEREST RATE	8% PER ANNUM IN ARREARS
THRESHOLD AMOUNT (ANNUAL)	[$634.00]
PRIMARY MONTHLY ACCUMULATION FACTOR	1.1715%
SECONDARY MONTHLY ACCUMULATION FACTOR	.4868%
MINIMUM GUARANTEED INTEREST RATE (3% PER ANNUM)	.2466% MONTHLY FACTOR
PLANNED PERIODIC PREMIUMS [ANNUAL]	[$634.00]
MAXIMUM ADMINISTRATIVE CHARGE FOR PARTIAL WITHDRAWALS	$25.00
MAXIMUM PREMIUM EXPENSE CHARGE PERCENTAGE	20%
MAXIMUM MONTHLY ADMINISTRATIVE POLICY FEE	$10.00
MAXIMUM MONTHLY FEE PER $1,000 OF SPECIFIED AMOUNT	[$0.11] 1ST 20 YEARS
MINIMUM SETTLEMENT OPTION INTEREST RATE	1%

SPECIMEN

AT SOME FUTURE TIME, IT IS POSSIBLE THAT COVERAGE WILL EXPIRE IF NO PREMIUMS ARE PAID AFTER THE FIRST PREMIUM OR IF SUBSEQUENT PREMIUMS ARE INSUFFICIENT TO CONTINUE COVERAGE. CHANGES IN CURRENT INTEREST OR MORTALITY RATES WILL AFFECT THE LENGTH OF TIME THIS POLICY WILL REMAIN IN FORCE.

POLICY NUMBER	12345678	ISSUE DATE	05/01/2009
INSURED	JOHN DOE	POLICY DATE	05/01/2009
GENDER	MALE	MATURITY DATE	05/01/2095
AGE	35	MONTHLY ANNIVERSARY DATE	01

OWNER - AS STATED IN ATTACHED APPLICATION UNLESS SUBSEQUENTLY CHANGED

BENEFICIARY - AS STATED IN ATTACHED APPLICATION UNLESS SUBSEQUENTLY CHANGED

FLEXIBLE PREMIUM ADJUSTABLE LIFE INSURANCE POLICY

STANDARD PREMIUM CLASS - SELECT

THE
CINCINNATI LIFE INSURANCE COMPANY

TABLE OF VALUES

POLICY YEAR	BENEFIT	YEAR	POLICY VALUE	CASH VALUE
1	100,000	2010	153.18	0.00
2	100,000	2011	306.08	0.00
3	100,000	2012	456.70	0.00
4	100,000	2013	602.98	0.00
5	100,000	2014	745.80	0.00
6	100,000	2015	882.08	0.00
7	100,000	2016	1,009.63	0.00
8	100,000	2017	1,125.21	0.00
9	100,000	2018	1,225.47	0.00
10	100,000	2019	1,307.96	0.00
11	100,000	2020	1,370.15	0.00
12	100,000	2021	1,411.41	189.41
13	100,000	2022	1,435.06	366.06
14	100,000	2023	1,444.52	528.52
15	100,000	2024	1,434.33	671.33
16	100,000	2025	1,398.86	788.86
17	100,000	2026	1,330.23	873.23
18	100,000	2027	1,220.29	916.29
19	100,000	2028	1,061.51	910.51
20	100,000	2029	840.02	840.02
AGE 60	100,000	2034	0.00	0.00
AGE 62	100,000	2036	0.00	0.00
AGE 65	100,000	2039	0.00	0.00

SPECIMEN

POLICY NUMBER 12345678 AGE 35

INSURED JOHN DOE GENDER MALE

RESERVE AND NONFORFEITURE BASIS - THE RESERVE ON THIS POLICY IS COMPUTED IN ACCORDANCE WITH THE COMMISSIONERS' RESERVE VALUATION METHOD. THE POLICY VALUE SHOWN ABOVE IS BASED ON THE COST OF INSURANCE RATES SHOWN IN THE TABLE OF MONTHLY GUARANTEED COST OF INSURANCE RATES AND THE MINIMUM GUARANTEED INTEREST RATE OF 3.0% PER ANNUM, THE MAXIMUM PREMIUM EXPENSE CHARGE PERCENTAGE, THE MAXIMUM MONTHLY ADMINISTRATIVE POLICY FEE, THE MAXIMUM MONTHLY FEE PER $1,000 OF SPECIFIED AMOUNT AND PLANNED PERIODIC PREMIUM SHOWN IN THE POLICY SPECIFICATIONS.

THE
CINCINNATI LIFE INSURANCE COMPANY

TABLE OF SURRENDER CHARGES

POLICY YEAR	SURRENDER CHARGE
1	2,414.00
2	2,385.00
3	2,355.00
4	2,324.00
5	2,293.00
6	2,140.00
7	1,987.00
8	1,834.00
9	1,681.00
10	1,528.00
11	1,375.00
12	1,222.00
13	1,069.00
14	916.00
15	763.00
16	610.00
17	457.00
18	304.00
19	151.00
20 AND THEREAFTER	0.00

SPECIMEN

POLICY NUMBER	12345678	AGE	35
INSURED	JOHN DOE	GENDER	MALE

THE
CINCINNATI LIFE INSURANCE COMPANY

TABLE OF MONTHLY GUARANTEED COST OF INSURANCE RATES PER $1,000 OF SPECIFIED AMOUNT

POLICY YEAR	MONTHLY COST OF INSURANCE RATE	POLICY YEAR	MONTHLY COST OF INSURANCE RATE	POLICY YEAR	MONTHLY COST OF INSURANCE RATE
1	0.0933	41	3.5858	81	83.3333
2	0.0975	42	3.9725	82	83.3333
3	0.1033	43	4.4250	83	83.3333
4	0.1108	44	4.9533	84	83.3333
5	0.1175	45	5.5500	85	83.3333
6	0.1267	46	6.2208		
7	0.1375	47	6.9575		
8	0.1508	48	7.7442		
9	0.1667	49	8.6133		
10	0.1842	50	9.5917		
11	0.2033	51	10.6933		
12	0.2225	52	11.9242		
13	0.2383	53	13.2767		
14	0.2508	54	14.7400		
15	0.2675	55	16.3058		
16	0.2883	56	17.8975		
17	0.3150	57	19.4967		
18	0.3475	58	21.2075		
19	0.3850	59	23.0525		
20	0.4325	60	25.0442		
21	0.4867	61	27.0675		
22	0.5417	62	29.0950		
23	0.5958	63	31.3125		
24	0.6492	64	33.7483		
25	0.7125	65	36.4325		
26	0.7892	66	39.0833		
27	0.8825	67	41.5108		
28	0.9917	68	44.1767		
29	1.1108	69	47.1100		
30	1.2350	70	50.3317		
31	1.3642	71	53.8700		
32	1.4958	72	57.8025		
33	1.6342	73	62.1942		
34	1.7792	74	67.1275		
35	1.9433	75	72.7008		
36	2.1350	76	79.0458		
37	2.3683	77	83.3333		
38	2.6425	78	83.3333		
39	2.9317	79	83.3333		
40	3.2442	80	83.3333		

SPECIMEN

Basis: 2001 CSO Age Last Birthday. The guaranteed cost of insurance rates are based on the insured's gender, attained age and rate class on the policy date.

THE

CINCINNATI LIFE INSURANCE COMPANY

TABLE OF MONTHLY GUARANTEED PREMIUMS

POLICY YEAR	MONTHLY GUARANTEED PREMIUM	POLICY YEAR	MONTHLY GUARANTEED PREMIUM	POLICY YEAR	MONTHLY GUARANTEED PREMIUM
1	21.48	41	860.31	81	0.00
2	23.97	42	949.62	82	0.00
3	26.54	43	1,053.49	83	0.00
4	29.03	44	1,174.13	84	0.00
5	31.60	45	1,309.42	85	0.00
6	34.09	46	1,460.16		
7	36.66	47	1,624.04		
8	39.68	48	1,797.68		
9	42.97	49	1,987.31		
10	46.78	50	2,198.06		
11	51.22	51	2,432.51		
12	56.46	52	2,690.40		
13	62.32	53	2,969.15		
14	68.45	54	3,265.48		
15	74.04	55	3,576.28		
16	79.72	56	3,885.92		
17	86.02	57	4,190.69		
18	93.04	58	4,510.01		
19	101.38	59	4,846.73		
20	110.44	60	5,201.47		
21	121.53	61	5,552.75		
22	133.52	62	5,895.78		
23	146.39	63	6,261.17		
24	160.15	64	6,650.81		
25	174.53	65	7,066.63		
26	200.99	66	0.00		
27	223.45	67	0.00		
28	249.55	68	0.00		
29	278.04	69	0.00		
30	307.69	70	0.00		
31	338.67	71	0.00		
32	369.92	72	0.00		
33	402.68	73	0.00		
34	437.30	74	0.00		
35	476.10	75	0.00		
36	521.37	76	0.00		
37	576.32	77	0.00		
38	640.60	78	0.00		
39	708.33	79	0.00		
40	781.04	80	0.00		

SPECIMEN

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SPECIMEN

INTRODUCTION

This is a flexible premium adjustable life insurance policy. The first premium payment is due on the policy date. Subsequent premiums may be paid at any time, while this policy remains in force, prior to the end of the premium payment period shown in the Policy Specifications. In return for these premiums and the insurance application, we provide certain benefits.

This policy provides life insurance proceeds. Proceeds at death can be paid in a lump sum or under a payment plan.

During the insured's life, this policy builds a cash value. This cash value is the basis for certain benefits you can use before the insured's death.

We will provide an illustration of: projected future life insurance; policy value; cash value amounts; and any other information required by the state in which this policy is delivered. To receive the illustration, send us a request In Writing. The illustration will assume:

1. the specified amount;
2. the future premium payments you specify; and
3. any other assumptions specified by you or by us.

This policy contains a Table of Contents that will help you find information you will need about this policy.

DEFINITIONS

In this policy, the owner will be referred to as "you" or "your" and The Cincinnati Life Insurance Company as "us," "we" or "our."

SPECIMEN

In Writing means in a written form satisfactory to us and received at our Home Office.

Indebtedness means all outstanding loans on this policy including any interest due or accrued.

Payee means the recipient of payments relating to this policy.

LIFE INSURANCE BENEFITS

Death Benefit Provision

The death benefit will be the greater of:

1. the specified amount on the date of death; or
2. the percentage of the policy value on the date of death as shown in the Table of Percentages.

The death benefit will be reduced by any Indebtedness. The specified amount in effect on the policy date is shown in the Policy Specifications.

TABLE OF PERCENTAGES

Attained Age	Percentage	Attained Age	Percentage
40 and younger	250	65	120
41	243	66	119
42	236	67	118
43	229	68	117
44	222	69	116
45	215	70	115
46	209	71	113
47	203	72	111
48	197	73	109
49	191	74	107
50	185	75-89	105
51	178	90	105
52	171	91	104
53	164	92	103
54	157	93	102
55	150	94	101
56	146	95 and over	100
57	142		
58	138		
59	134		
60	130		
61	128		
62	126		
63	124		
64	122		

SPECIMEN

Minimum Specified Amount

The minimum specified amount permitted under this policy is shown in the Policy Specifications.

Change in Specified Amount

Subject to the following conditions, you may change the specified amount by sending us a request In Writing after the first policy anniversary:

1. Decrease in Specified Amount
   a. any decrease will be effective on the monthly anniversary day on or next following our receipt of your request. Any such decrease will be applied in the following order:
      (i) against the specified amount provided by the most recent increase; then
      (ii) against the next most recent increases successively; and then
      (iii) against the specified amount provided under the original application.
   b. the specified amount remaining in force after any requested decrease may not be less than the minimum specified amount permitted under this policy;
   c. the policy value will be reduced by the surrender charge applicable to the amount of decrease in specified amount; and
   d. the Threshold Amount and the Monthly Guaranteed Premiums will be reduced.

   Amended Policy Specifications pages will be sent to you. They will include the new specified amount, the new Threshold Amount, a new Table of Monthly Guaranteed Premiums and the effective date of the change.

2. Increase in Specified Amount
   A request for an increase in the specified amount will be subject to the following requirements:
   a. a supplemental application must be submitted;
   b. evidence of insurability satisfactory to us must be submitted;
   c. the monthly deduction for the first month of the increase must be paid; and
   d. the surrender charge will be increased based on attained age and the amount of increase.

An increase in the specified amount will cause the Continuation of Coverage section of this policy to terminate. Review the Continuation of Coverage section of this policy carefully.

An amended Policy Specifications page will be sent to you. It will show the new specified amount and the effective date of the change.

POLICY CONTROL

Ownership

The insured is the owner of this policy unless:
1. another person is designated as owner in the application; or
2. a new owner has been designated as provided in the Change of Owner provision.

The owner may exercise any right under this policy while the insured is alive.

Change of Owner

You may designate a new owner by notifying us In Writing while the insured is alive. When we receive written notice, the change will be effective on the date the notice was signed. Any change in ownership is subject to any payment or actions we may have taken before receiving the notice.

SPECIMEN

Assignment

You may assign this policy. Until we are notified In Writing, no assignment will be effective against us. We are not responsible for the validity of any assignment. Your rights and the rights of any beneficiary will be subject to the rights of any assignee.

BENEFICIARY

The beneficiary is as stated in the application unless a new beneficiary has been designated as provided in the Change of Beneficiary provision.

Change of Beneficiary

Unless an irrevocable beneficiary has been named, you may change the beneficiary by notifying us In Writing while the insured is alive. When we receive written notice, the change will be effective on the date the notice was signed. Change is subject to any payment or actions we may have taken before receiving the notice.

No Named Beneficiary

If no named beneficiary survives the insured, then, unless this policy provides otherwise:
1. you will be the beneficiary; or
2. if you are deceased, your estate will be the beneficiary.

THE CONTRACT

Entire Contract

The entire contract consists of: this policy; any attached riders, endorsements or amendments; the application; and any supplemental applications. A copy of the application is attached at issue. Any supplemental application will also be made a part of this policy when a change in coverage becomes effective. This contract is made in consideration of: the application; any supplemental applications; and the payment of premiums.

We will not use any statement to void this policy or to defend against a claim under it unless that statement is contained in the attached application or supplemental applications. All statements in the application and supplemental applications will, in the absence of fraud, be deemed representations and not warranties.

Modification

An agent cannot change this contract. The only way this contract may be modified is by a written agreement signed by our President or Secretary.

Policy Dates

This basic policy goes into effect on the policy date. The policy date is shown in the Policy Specifications.

Policy years, policy months and anniversaries are measured from the policy date.

A change in coverage will be effective on the policy date shown in the amended Policy Specifications page which will be sent to you.

Termination of the Policy

SPECIMEN

All coverage under this policy will terminate on:

1. the date you request that coverage terminates. In addition, we request you return the policy to us;
2. the date the insured dies;
3. the date the grace period ends without sufficient premium being paid; or
4. the maturity date.

Nonparticipation

This policy is nonparticipating. It does not share in our surplus earnings. You will, therefore, receive no dividends under it.

Misstatement of Age and Gender

If the insured's age or gender shown in the application is wrong, we will change the death benefit we pay to the amount which the most recent monthly cost of insurance deduction made would have purchased at the insured's correct age and gender.

Suicide

If, within two years from the date of issue, or reinstatement if allowed by state law, the insured dies by suicide, while sane or insane, the amount payable will be limited to the sum of the premiums paid, less Indebtedness and partial withdrawals.

If you increase the specified amount, this two-year period will begin to run from the effective date of the increase with regard to the increase amount. The amount payable will be limited to a refund of that portion of the monthly deduction which was applicable to the increase in the specified amount.

Incontestability

We cannot contest this policy after it has been in force, during the insured's life, for two years from its date of issue or reinstatement, except as follows:

1. an increase in the specified amount can be contested until it has been in force for two years during the insured's life from its effective date; and
2. this provision does not apply to any rider providing disability or accidental death benefits.

Annual Statement

Within three months after each policy anniversary, we will send you an annual statement. The statement will show:

1. the specified amount;
2. the policy value;
3. the cash value;
4. interest earned;
5. Indebtedness;
6. premiums paid;
7. charges incurred during the policy year; and
8. any other information which is required by the laws of the state in which this policy is delivered.

PREMIUM PAYMENTS

General

The first premium is due on the policy date. All premiums are payable either:

1. at our Home Office; or
2. to our authorized agent in exchange for a receipt signed by our President or Secretary and countersigned by the agent.

SPECIMEN

Any premium payments after the first premium may be made under a periodic plan that you have chosen, or at any time prior to the end of the premium payment period.

You may change the amount or frequency of premium payments provided the premium satisfies our minimum or maximum amount rules. If, at the end of any policy anniversary, the total premium paid exceeds the guideline premium limitation specified by the Internal Revenue Code, as amended, we will return the excess premium, with interest, not later than 60 days from the end of the policy anniversary.

You may request that we send periodic premium reminders, at premium notice frequencies currently available.

You may pay premiums for the number of years shown in the Policy Specifications.

You can make an unscheduled premium payment at any time while this policy is in effect before the end of the premium payment period if there is no Indebtedness. We can limit the number and amount of unscheduled payments.

Grace Period

If the cash value less Indebtedness on the day before a monthly anniversary day is not enough to cover the next monthly deduction, we will allow a 61-day grace period to pay a premium sufficient to cover the monthly deduction. At least 31 days before the end of the grace period, we will mail you notice of the sufficient premium. The monthly deduction is described in the Monthly Deduction provision.

This policy will continue in force during the grace period. If the insured dies during the grace period, the death benefit will be reduced by any unpaid monthly deduction. If a premium is not paid by the end of the grace period, this policy will terminate, without value, except as stated in the Continuation of Coverage section.

Reinstatement

This policy may be reinstated at any time within five years after a grace period ends because sufficient premium has not been paid, if:

1. this policy has not been surrendered for its cash value;
2. evidence of insurability satisfactory to us is furnished; and
3. you pay premiums to keep this policy in effect for at least two months from the effective date of reinstatement.

The cash value upon reinstatement will be determined by the premium paid at the time of reinstatement. We will notify you of the effective date of reinstatement.

CONTINUATION OF COVERAGE

This policy will not enter the grace period, as provided in the Grace Period provision, if the Continuation of Coverage premium requirements are met. The Continuation of Coverage premium requirements are met if:

1. the Accumulated Premiums Paid less Indebtedness is greater than or equal to the Accumulated Monthly Guaranteed Premiums as of the end of the most recent policy month;
2. Indebtedness plus interest on Indebtedness to the next policy anniversary does not exceed the current policy value; and
3. Continuation of Coverage has not been terminated in accordance with the Continuation of Coverage Termination provision.

SPECIMEN

Accumulated Monthly Guaranteed Premiums

The Accumulated Monthly Guaranteed Premiums at the end of the first policy month is the Monthly Guaranteed Premium for the first policy month multiplied by 1 plus the Primary Monthly Accumulation Factor.

The Accumulated Monthly Guaranteed Premiums at the end of any other policy month is calculated as:

1. the Accumulated Monthly Guaranteed Premiums at the end of the preceding policy month; plus
2. the Monthly Guaranteed Premium for the current policy month;

multiplied by

3. 1 plus the Primary Monthly Accumulation Factor.

Monthly Guaranteed Premiums are shown in the Table of Monthly Guaranteed Premiums and the Primary Monthly Accumulation Factor is shown in the Policy Specifications. The Primary Monthly Accumulation Factor is applied to the premium from the date it is received.

Accumulated Premiums Paid

The Accumulated Premiums Paid at the end of the first policy month is the premium paid during the first policy month plus the Accumulation Amount.

The Accumulated Premiums Paid at the end of any other policy month equals:
1. the Accumulated Premiums Paid at the end of the preceding policy month; plus
2. any premiums paid during the current policy month; minus
3. any partial withdrawals made during the current policy month; plus
4. the Accumulation Amount.

The Accumulation Amount equals:
1. the Primary Monthly Accumulation Factor multiplied by the lesser of:
   a. (i) the Accumulated Premiums Paid at the end of the preceding policy month; plus
      (ii) any premiums paid during the current policy month; less
      (iii) any partial withdrawals made during the current policy month; and
   b. the Accumulated Threshold Amount; plus

2. the Secondary Monthly Accumulation Factor shown in the Policy Specifications multiplied by the excess, if any, of:
   a. (i) the Accumulated Premiums Paid at the end of the preceding policy month; plus
      (ii) any premiums paid during the current policy month; less
      (iii) any partial withdrawals made during the current policy month; over
   b. the Accumulated Threshold Amount.

The Threshold Amount and the Secondary Monthly Accumulation Factor are shown in the Policy Specifications. The Secondary Monthly Accumulation Factor is applied to the premium from the date it is received.

Accumulated Threshold Amount

The Accumulated Threshold Amount for the first policy month equals the Threshold Amount multiplied by 1 plus the Primary Monthly Accumulation Factor.

SPECIMEN

The Accumulated Threshold Amount for any other policy month equals:
1. the Accumulated Threshold Amount at the end of the preceding policy month, plus
2. the Threshold Amount for the current policy month;

multiplied by
3. 1 plus the Primary Monthly Accumulation Factor.

Catch-up Provision

While this policy is in force, if the Accumulated Premiums Paid is less than the Accumulated Monthly Guaranteed Premiums, you can pay additional premium to satisfy the Continuation of Coverage premium requirements.

Continuation of Coverage Termination

Continuation of Coverage will terminate and cease to be in force on the earliest of the following dates:
1. the date of surrender or termination of the policy;
2. the effective date of any increase in specified amount; or
3. the date the policy terminates in accordance with the Grace Period provision.

Once Continuation of Coverage terminates, it cannot be reinstated. If the policy lapses and is reinstated, Continuation of Coverage will not be part of the reinstated policy.

POLICY LOANS

General

You may borrow against this policy while it is in force, if:

1. a request is made In Writing; and
2. this policy is assigned to us as sole security.

We may defer a loan for up to six months unless it is to be used to pay premiums to us. The policy loan can be any amount up to:

1. the cash value; minus
2. Indebtedness plus interest on Indebtedness to the next policy anniversary.

A loan will impact the Continuation of Coverage section of this policy. Before requesting a loan, review the Continuation of Coverage section carefully.

Repayment

You may repay Indebtedness while this policy is in force. If you do not repay the Indebtedness, it will be deducted from the cash value or death benefit proceeds at termination. Interest will be charged up to the date of repayment or termination. On the day before the monthly anniversary day, if the cash value less Indebtedness is not enough to cover the monthly deduction for the next month, the Grace Period provision will apply. We will send you and any assignee a notice of the minimum amount due.

Loan Interest

Loan interest is payable at the earlier of:

1. the end of each policy year; or
2. when the Indebtedness is repaid in full.

Any interest not paid when due will be added to the Indebtedness and bear interest at the same rate.

SPECIMEN

The maximum rate of loan interest is shown in the Policy Specifications. We may charge a lower rate of interest.

POLICY VALUE

General

Upon receipt of each premium paid, including the initial premium, we will deduct a premium expense charge. The remainder of each premium will become part of the policy value. This is called a net premium and will earn interest from the day we receive it in our Home Office.

The maximum premium expense charge percentage is shown in the Policy Specifications. We may deduct a lower premium expense charge.

At the beginning of each policy month, after the first, we will make the deduction described in the Monthly Deduction provision.

Interest

We will credit interest on the policy value at no less than the minimum guaranteed annual interest rate shown in the Policy Specifications. We may credit interest in excess of this rate.

Any part of the policy value that is used to secure a loan balance will earn only the minimum guaranteed annual interest rate. No excess interest will be paid. The

amount of any partial withdrawal will stop earning interest on the date of the withdrawal.

Interest earned will be added to the policy value on each monthly anniversary. Interest will be earned until the day this policy terminates.

Calculation of Policy Values

The policy value on the policy date will be the initial net premium.

The policy value on a monthly anniversary date is:

1. the policy value on the preceding monthly anniversary date; less
2. the monthly deduction for the preceding month; plus
3. one month's interest on the difference between (1) and (2); plus
4. net premiums received since the preceding monthly anniversary date, accumulated at interest to the current monthly anniversary date; less
5. any partial withdrawals and associated administrative charge for partial withdrawals since the preceding monthly anniversary date, accumulated at interest to the current monthly anniversary date; less
6. any charge for a requested decrease in specified amount.

On any other day, the policy value is:

1. the policy value on the preceding monthly anniversary date; less
2. the monthly deduction for the current month; plus
3. interest on the difference to the day on which the policy value is being determined; plus
4. net premiums received since the preceding monthly anniversary date, accumulated at interest to the day on which the policy value is being determined; less
5. any partial withdrawals and associated administrative charge for partial withdrawals since the preceding monthly anniversary date, accumulated at interest to the day on which the policy value is being determined.

SPECIMEN

All values under this policy equal or exceed those required by the state in which this policy is delivered. The method of calculation has been filed with the Insurance Department of the state in which this policy is delivered.

Monthly Deduction

The monthly deduction for a policy month will be equal to:

1. the cost of insurance for this policy; plus
2. the cost of additional benefits provided by rider; plus
3. the monthly administrative policy fee; plus
4. the monthly fee per $1,000 of specified amount.

The maximum monthly administrative policy fee and maximum monthly fee per $1,000 of specified amount are shown in the Policy Specifications. We may charge a lower monthly administrative policy fee and monthly fee per $1,000 of specified amount.

Cost of Insurance

The cost of insurance for this policy is calculated as follows:

1. the cost of insurance rate;

multiplied by

2. the net of:
   a. the death benefit at the beginning of the policy month divided by 1 plus the monthly equivalent of the minimum guaranteed annual interest rate shown in the Policy Specifications; minus
   b. the policy value at the beginning of the policy month less the cost of any additional benefit provided by rider, the monthly administrative policy fee and the monthly fee per $1,000 of specified amount;

divided by

3. $1,000.

The cost of insurance for any rider is calculated as shown in the Cost of Insurance provision of the rider.

Cost of Insurance Rates

The cost of insurance rate for the initial specified amount is based on the insured's:

1. gender;
2. attained age;
3. rate class on the policy date; and
4. specified amount.

The cost of insurance rate for any increase in the specified amount is based on the insured's:

1. gender;
2. attained age;
3. rate class on the effective date of the change; and
4. initial specified amount.

SPECIMEN

Attained age means the insured's age on the most recent policy anniversary.

Monthly cost of insurance rates will be determined by us, based on our expectation as to future mortality experience. The maximum rates that we can charge are described in the Table of Monthly Guaranteed Cost of Insurance Rates.

Any change in the cost of insurance rate will be on a uniform basis for insureds of the same:

1. gender;
2. attained age;
3. rate class; and
4. specified amount.

Insufficient Cash Value

On the day before the monthly anniversary day, if the cash value less Indebtedness is not enough to cover the monthly deduction for the next month, the Grace Period provision will apply.

Surrender

You can surrender this policy by sending us a request In Writing along with the policy. A surrender must take place during the insured's lifetime and will be effective as of the monthly anniversary on or next following the date we receive your surrender request.

The amount payable on surrender of this policy is the cash value on the date of surrender less any Indebtedness. The cash value is equal to:
1. the policy value; less
2. the surrender charge.

The surrender charges are shown in the Table of Surrender Charges.

If you request to make a surrender within 30 days after a policy anniversary, the amount payable will not be less than the amount payable on that anniversary less Indebtedness and partial withdrawals made on or after the policy anniversary.

The amount payable upon surrender is payable in one sum or under a settlement option. We can defer payment for up to six months. We will not defer payment if:
1. the law requires us to pay earlier; or
2. the amount payable is to be used to pay premiums on policies you have with us.

Partial Withdrawals

After the first policy anniversary and while the insured is alive, you may make a partial withdrawal of the cash value of this policy by sending us a request In Writing. There will be an administrative charge for each partial withdrawal made. The maximum administrative charge for a partial withdrawal is shown in the Policy Specifications. Any request for a partial withdrawal will become effective on the monthly anniversary on or next following the date we receive your request.

A partial withdrawal will impact the Continuation of Coverage section of this policy. Before requesting a partial withdrawal, review the Continuation of Coverage section carefully.

The partial withdrawal can be of any amount up to:
1. the cash value; minus
2. Indebtedness plus interest on Indebtedness to the next policy anniversary; minus
3. any administrative charge; minus
4. an amount equal to the monthly deduction for the number of months until the next policy anniversary.

SPECIMEN

The amount of each partial withdrawal and administrative charge will be deducted from the cash value.

Any partial withdrawal will reduce the specified amount in the following order:
1. the specified amount provided by the most recent increase in the specified amount; then
2. the next most recent increases in the specified amount successively; and then
3. the specified amount provided under the original application.

The partial withdrawal cannot be an amount that would reduce the specified amount to less than the minimum specified amount permitted under this policy. The minimum specified amount is shown in the Policy Specifications.

A partial withdrawal is payable in one sum. We can defer paying any partial withdrawal for up to six months. We will not defer payment if:
1. the law requires us to pay earlier; or
2. the amount payable is to be used to pay premiums on policies you have with us.

SETTLEMENT PROVISIONS

General

The proceeds payable at death or surrender may be paid in one sum to the Payee. They may also be paid under one or more of the settlement options as long as:

1. the total payment due is at least $5,000.00; and
2. each income payment provided by the option is at least $50.00.

Election

The Payee may elect a settlement option by notifying us In Writing. No settlement option will be available except with our consent if:

1. this policy is assigned; or
2. the Payee is a corporation, association, partnership, trustee or estate.

The Payee may change the election of a settlement option by notifying us In Writing on or before the date that proceeds become payable. The change will be effective on the date the notice is signed. The change is subject to any payment or actions we may have taken before receiving the notice.

If no election is in effect on the date that proceeds become payable, the Payee may elect a settlement option.

Settlement Options

Option 1--Income for Fixed Period:

We will pay no less than the income elected from Table A. Payments will be guaranteed for the number of years chosen, not to exceed 30 years.

Option 2--Life Income with Payments Guaranteed for Ten Years:

SPECIMEN

We will pay no less than the income determined from Table B. Payments will be made while the Payee is alive. Payment will be guaranteed for ten years. If the Payee dies before payments have been made for the ten-year period, the value of the remaining guaranteed payments will be paid as a final payment and will be determined using no less than the minimum settlement option interest rate shown in the Policy Specifications.

Option 3--Income of Fixed Amount:

We will make equal payments of the amount chosen. These payments will be made until the amount left under this option, with interest, is exhausted. The rate of interest will not be less than the minimum settlement option interest rate shown in the Policy Specifications. The final payment will be for the balance only.

Option 4--Current Purchase Option:

If the Payee is a natural person, the Payee may elect, in his own right, to receive an income equal to 102% of the income provided by our corresponding single premium immediate annuity rates for the amount of the proceeds applied. The Payee may elect this option by making application In Writing within 31 days of the date that proceeds become payable.

MATURITY AND SETTLEMENT OPTIONS TABLE
Monthly Income Per $1,000.00 of Proceeds
Based on the Minimum Settlement Option Interest Rate shown in the Policy Specifications

TABLE A
OPTION 1
Income for Fixed Period

No. of Years	Monthly Income
1	$83.71
2	42.06
3	28.18
4	21.24
5	17.07
6	14.30
7	12.31
8	10.83
9	9.67
10	8.75
11	7.99
12	7.36
13	6.83
14	6.37
15	5.97
16	5.63
17	5.32
18	5.05
19	4.81
20	4.59
21	4.39
22	4.21
23	4.05
24	3.90
25	3.76
26	3.63
27	3.51
28	3.40
29	3.30
30	3.21

Annual Income is 11.787 times the monthly income.

Semiannual Income is 5.951 times the monthly income.

Quarterly Income is 2.990 times the monthly income.

TABLE B
OPTION 2 - 10 Years Certain and Life
The amount of Income is based on the gender and age last birthday of the Payee on the date of the first payment.

Age	Men Certain Period 10 Years	Women Certain Period 10 Years	Age	Men Certain Period 10 Years	Women Certain Period 10 Years
50	$2.95	$2.72	68	$4.82	$4.40
51	3.02	2.78	69	4.97	4.54
52	3.09	2.84	70	5.13	4.70
53	3.16	2.91	71	5.30	4.86
54	3.24	2.98	72	5.46	5.03
55	3.32	3.05	73	5.64	5.21
56	3.40	3.12	74	5.81	5.40
57	3.49	3.20	75	5.99	5.59
58	3.59	3.28	76	6.17	5.78
59	3.68	3.37	77	6.35	5.98
60	3.79	3.46	78	6.52	6.18
61	3.90	3.56	79	6.70	6.39
62	4.01	3.66	80	6.87	6.59
63	4.13	3.77	81	7.04	6.79
64	4.26	3.88	82	7.20	6.98
65	4.39	4.00	83	7.36	7.16
66	4.53	4.12	84	7.51	7.34
67	4.67	4.26	85 and over	7.65	7.51

SPECIMEN

The first installment under all options, will be payable as of the date of death or election of surrender value; however, provision to the contrary may be made in the settlement agreement.

Income payments under Option 2 and Option 4 are based on the Annuity 2000 Mortality Table at no less than the minimum settlement option interest rate shown in the Policy Specifications.

SPECIMEN

THE
CINCINNATI LIFE INSURANCE COMPANY
P.O. BOX 145496, CINCINNATI, OHIO 45250-5496
(513) 870-2000

Flexible Premium Adjustable Life Insurance Policy
Flexible Premiums Payable
for the Period Shown in the Policy Specifications
or Until Prior Death of the Insured
Adjustable Death Benefit Payable at Death of the Insured
Before the Maturity Date
Cash Value Payable on Maturity Date
Nonparticipating

Form CLI-144-AR (5/09)