

SERFF Tracking Number: MUTM-126658280 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45868
Company Tracking Number: ASHLEY WILLIAMS
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Individual Annuity with Long Term Care Advertising - AFN40102-70
Project Name/Number: Individual Annuity with Long Term Care Advertising/AFN40102-70

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Individual Annuity with Long Term Care Advertising - AFN40102-70
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TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 45868
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: ASHLEY WILLIAMS State Status: Closed
Filing Type: Advertisement Reviewer(s): Harris Shearer, Marie Bennett
Author: Ashley Williams Disposition Date: 06/14/2010
Date Submitted: 06/03/2010 Disposition Status: Filed
Implementation Date: Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Individual Annuity with Long Term Care Advertising
Project Number: AFN40102-70
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 06/14/2010

Status of Filing in Domicile:
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: 06/14/2010
Created By: Ashley Williams
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Ashley Williams

Filing Description:

NAIC #261-69868

FEIN #47-0322111

United of Omaha Life Insurance Company

Individual Annuity with Long-Term Care Advertising

AFN40102-70

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

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The product advertised is a single premium deferred annuity with a long-term care insurance rider.

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance Consultant
Regulatory Affairs
Mutual of Omaha Plaza
Omaha, NE 68175

carly.cole@mutualofomaha.com
402-351-2476 [Phone]
402-351-5298 [FAX]

Filing Company Information

United of Omaha Life Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6420 ext. [Phone]

CoCode: 69868
Group Code: 261
Group Name:
FEIN Number: 47-0322111

State of Domicile: Nebraska
Company Type: Life Insurance
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No

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Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	06/03/2010	36971365

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	06/14/2010	06/14/2010

SERFF Tracking Number: MUTM-126658280 *State:* Arkansas
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Disposition

Disposition Date: 06/14/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Webpage		Yes

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Form Schedule

Lead Form Number: AFN40102-70

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	AFN40102-70	Advertising	Webpage	Initial		0.000	AFN40102-70.pdf



Annuities

[Arizona] **(800) 931-9210** or [Connect with an Agent](#)

Determine Your Need

Plan Details

- [Ultra Income](#)
- [Income Access](#)
- [Bonus Flexible Annuity](#)
- [Ultra-Secure Plus](#)
- [Living Care Annuity](#)

Why Choose Us?

Resources

Print E-mail Share

Living Care[®] Annuity

Combines a deferred fixed rate annuity with built-in long-term care benefits

- > Help protect retirement assets against the risk of long-term care costs
- > Provides a guaranteed rate of interest and tax-deferred growth
- > Allows you to reposition a portion of your assets to provide long-term care insurance protection
- > Can provide up to three times the annuity value, at time of first claim, in long-term care benefits if you need them

For a free consultation about annuities, [find an agent](#).

Who needs this?

People that are planning for retirement who:

- > Want to help protect their retirement assets
- > Understand the value of long-term care insurance, but are reluctant to pay premiums for a policy they may not use

Product Benefits

Provides benefits if you need long-term care:

- > Receive up to three times the annuity value, at time of first claim, in long-term care benefits
- > Help preserve your overall retirement assets by using this portion of your money to pay for at least six years of long-term care
- > Help protect your spouse and family from the emotional, physical and financial toll of caregiving
- > Help ensure your choice of care options

Provides benefits if you don't need long-term care:

- > Earn a guaranteed rate of interest on your savings
- > Take advantage of tax-deferred growth
- > Access your principal through partial withdrawals or lifetime income options
- > Provide a death benefit to your beneficiaries that's equal to the annuity value at the time of death
- > Avoid probate of these funds

To schedule an appointment, call toll free

(800) 931-9210
or

Connect with an Agent

What is your age?

Current customer?

yes no

Best time to Connect

:

Comments or questions?

This is used as a source of leads for the solicitation of insurance. By returning this form you are requesting to have an insurance agent contact you by telephone to provide additional information.

[Get Connected](#)