

SERFF Tracking Number: AEGJ-126714427 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 46184
Company Tracking Number: ADV TLC OS 0710
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: TCO TC
Project Name/Number: Our Strength/ADV TLC OS 0710

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TCO TC SERFF Tr Num: AEGJ-126714427 State: Arkansas
TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Approved State Tr Num: 46184
Sub-TOI: LTC03I.001 Qualified Co Tr Num: ADV TLC OS 0710 State Status: Closed
Filing Type: Advertisement Reviewer(s): Marie Bennett, Harris Shearer
Authors: Julie Maclin, Joan Shumaker, Patsy Holt Disposition Date: 07/28/2010
Date Submitted: 07/12/2010 Disposition Status: Approved
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Our Strength
Project Number: ADV TLC OS 0710
Requested Filing Mode: Review & Approval

Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 07/28/2010

Deemer Date:
Submitted By: Joan Shumaker
Filing Description:
Please see Filing Letter on Supporting Documentation tab.

Status of Filing in Domicile: Not Filed
Date Approved in Domicile:
Domicile Status Comments: Advertising not required to be filed in domicile.
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 07/28/2010
Created By: Joan Shumaker
Corresponding Filing Tracking Number:

Company and Contact

Filing Contact Information

Joan Shumaker, Advertising Manager jeshumaker@aegonusa.com
P.O. Box 93007 817-285-3363 [Phone]
Hurst, TX 76053-3007 817-285-3394 [FAX]

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Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: 2 Advertisements X \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$100.00	07/12/2010	37908969

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Marie Bennett	07/28/2010	07/28/2010

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Withdrawal	Note To Reviewer	Joan Shumaker	07/27/2010	07/27/2010

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Disposition

Disposition Date: 07/28/2010

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Filing Letter		Yes
Form	Institutional Advertisement		Yes
Form	Institutional Advertisement		Yes

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Note To Reviewer

Created By:

Joan Shumaker on 07/27/2010 08:34 AM

Last Edited By:

Marie Bennett

Submitted On:

07/28/2010 10:52 AM

Subject:

Withdrawal

Comments:

Please accept this as our formal request to withdraw this filing from review.

Thank You

Joan Shumaker

Advertising Manager

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Form Schedule

Lead Form Number: TLC OS TC 0710

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	TLC OS TC 0710	Advertising	Institutional Advertisement	Initial		0.000	TLC OS TC 0710.pdf
	TLC OS TCO 0710	Advertising	Institutional Advertisement	Initial		0.000	TLC OS TCO 0710.pdf

TRANSCARE[®]

A Plan Designed for a Changing Future[®]

OUR COMPANY'S STRENGTH

Long Term Care insurance is only as good as the company behind it. Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance policies that give flexibility by providing benefits from a wide range of options. We design long term care insurance plans to meet lifestyle needs.

AGENCY	RATING	DESCRIPTION
A.M. Best	A+	Superior (2 nd of 16 categories)
Standard & Poor's	AA-	Very Strong (4 th of 21 categories)
Moody's	A1	Good (5 th of 21 categories)
Fitch	AA	Very Strong (3 rd of 19 categories)

High Industry Ratings

Consistently high ratings are a direct reflection of the care with which we manage our business. Transamerica Life Insurance Company has received high ratings from the industry's most respected independent rating services.

Ratings and Analysis June, 2010.

Ratings shown represent current and independent opinions from the leading providers of ratings of insurance companies. After evaluating a company's financial condition and operating performance, these agencies assign ratings of a company's financial strength and ability to meet obligations to policyholders. These ratings are not a recommendation from the rating providers for any specific product or company. A.M. Best's A+ rating is the second highest of 16 ratings, Standard & Poor's AA- rating is the fourth highest of 21 ratings, Moody's A1 rating is the fifth highest of 21 ratings, and Fitch's AA rating is the third highest of 24 ratings.

Underwritten by Transamerica Life Insurance company. Exclusions and limitations apply. Contact your insurance producer for details. Policy series TLC 1-FP 1001 or TLC 1-FP 402; in ID: TLC 1-P (ID) 408; in LA: TLC 1-P (LA) 504; in OH: TLC 1-FP (OH) 1001 or TLC 1-FP (OH) 1102; in OK: TLC 1-FP (OK) 709.



Home Office: Cedar Rapids, IA
Administrative Office: PO Box 95302
 Hurst, TX 76053

OUR COMPANY'S STRENGTH

Long Term Care insurance is only as good as the company behind it. Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance policies that give flexibility by providing benefits from a wide range of options. We design long term care insurance plans to meet lifestyle needs.

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Filing Letter		
Comments:		
Attachment: AR OS ltr.pdf		



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
800-553-7600, ext 3363
joan.shumaker@transamerica.com

July 12, 2010

Commissioner Jay Bradford
1200 West Third Street
Little Rock, AR 72201

RE: **Long Term Care Advertising**
NAIC #: 86231
FEIN #: 39-0989781
Form # / Description: TLC OS TC 0710 Institutional Advertisement
TLC OS TCO 0710 Institutional Advertisement

Dear Commissioner Bradford:

Enclosed are the referenced forms submitted for your review and approval. These forms are intended to replace form TLC OS 0709, approved by your department on August 5, 2009.

These forms will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

The wording is basically the same on each piece. The pieces are reflective of and separated for our two marketing products, TransCare[®] and TransCare Options[®]. The change from the previous version is that the AM Best rating was upgraded to A+ Superior.

It is our intention to use these forms in both paper and electronic form.

We trust that these forms will meet with your approval. If you have any questions, please contact me.

Sincerely,

A handwritten signature in black ink that reads "Joan Shumaker". The signature is written in a cursive, flowing style.

Joan Shumaker
Advertising Manager
Transamerica Long Term Care Division