

SERFF Tracking Number: MUTM-126691437 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 46047
Company Tracking Number: ASHLEY WILLIAMS
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Long Term Care Living Care Annuity Advertising - AFN42781
Project Name/Number: Long Term Care Living Care Annuity Advertising/AFN42781

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Living Care SERFF Tr Num: MUTM-126691437 State: Arkansas
Annuity Advertising - AFN42781

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Withdrawn State Tr Num: 46047
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: ASHLEY WILLIAMS State Status: Withdrawn
Filing Type: Advertisement Reviewer(s): Marie Bennett, Harris Shearer
Author: Ashley Williams Disposition Date: 07/26/2010
Date Submitted: 06/24/2010 Disposition Status: Withdrawn
Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Living Care Annuity Advertising
Project Number: AFN42781
Requested Filing Mode:
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 07/26/2010

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: 07/26/2010
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
Long Term Care Living Care Annuity Advertising
AFN42781

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.

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

Sincerely,

Product and Advertising Compliance
Regulatory Affairs
For questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
Email: advfilings@mutualofomaha.com

aw

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska
Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	06/24/2010	37505857

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Withdrawn	Marie Bennett	07/26/2010	07/26/2010

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Withdrawal	Note To Reviewer	Veronica Booth	07/19/2010	07/19/2010
Wtihdrawal	Note To Reviewer	Veronica Booth	07/19/2010	07/19/2010

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Disposition

Disposition Date: 07/26/2010

Implementation Date:

Status: Withdrawn

Comment: WITHDRAWN PER NOTE TO REVIEWER UNDER DATE OF 7/19/2010.

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item Letter	Schedule Item Status	Public Access
			Yes

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Note To Reviewer

Created By:

Veronica Booth on 07/19/2010 03:28 PM

Last Edited By:

Marie Bennett

Submitted On:

07/26/2010 03:57 PM

Subject:

Withdrawal

Comments:

Please withdraw the filing from further review.

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Note To Reviewer

Created By:

Veronica Booth on 07/19/2010 03:27 PM

Last Edited By:

Marie Bennett

Submitted On:

07/26/2010 03:57 PM

Subject:

Wtihdrawal

Comments:

Please withdraw the filing from further review.

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Form Schedule

Lead Form Number: AFN42781

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	AFN42781	Advertising Letter	Initial		0.000	AFN42781 AMBA LetterV.2.pdf

[AMBA Letterhead]

[Member Name]

[Address]

[City] [State] [ZIP]

About 70 percent of individuals over age 65 will require at least some type of long-term care services during their lifetime. Over 40 percent will need care in a nursing home for some period of time¹. In the event that you need long-term care, are you financially prepared?

To assist you in planning for your long-term care and retirement needs, the [Association] is proud to endorse Living Care Annuity, a deferred fixed rate annuity contract with a long-term care rider underwritten by United of Omaha Life Insurance Company and available through Association Member Benefits Advisors, LTD (AMBA).

[Association] endorses this product because The Living Care[®] Annuity combines a deferred fixed rate annuity with built-in long-term care benefits. It earns a fixed rate of interest and grows tax-deferred until you begin taking income payments from it. And, in addition to helping you save more money, the Living Care[®] Annuity can provide you up to **three times the annuity value** in long-term care benefits if you need them – guaranteed!

- Earn a guaranteed minimum 3% rate of interest on your savings – and it can never be decreased!
- Help preserve your overall retirement assets by using this portion of your money to pay for at least six years of long-term care
- Take advantage of tax-deferred growth
- Provide a death benefit to your beneficiaries that's equal to the annuity value at the time of death
- Help protect your spouse and family from the emotional, physical, and financial toll of caregiving
- Interest rate guaranteed at the time of issue and can never be decreased

Long-Term Care Benefits Include:

- Nursing Home Care
- Personal Care
- Adult Day Care
- Caregiver Training
- Homemaker Services
- Assisted Living Facility Care
- Hospice Care
- Home Health Care
- Respite Care
- Care Coordinator Service

We invite you to learn more about the [Association] endorsed Living Care Annuity[®] available to our members by calling [1-800-258-7041].

Sincerely,

[Signature]

Licensed Insurance Agent

¹U.S. Department of Health and Human Services. "Own Your Future – Planning Guide for Long-Term Care." 10/22/2008 (Use does not imply endorsement)

This annuity and long-term care product is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Not available in all states. Coverage may vary by state. Exclusions, limitations, and reductions may apply. Contract forms B420LNA07P, B439LNA07R, B422LNA07R, B440LNA07R or state equivalent (in PA, B582LPA07P, B557LPA07R, B591LPA07R, B592LPA07R; in OK, B564LOK07P, B532LOK07R, B422LNA07R, B440LNA07R; in OR, B565LOR07P, B533LOR07R, B440LNA07R, B757LOR07R; in ID, B567LID07P, B539LID07R, B422LNA07R, B440LNA07R; in TX, B562LTX07P, B600LTX07R, B525LTX07R, B601LTX07R ; in LA, B756LLA07P, B540LLA07R, B422LNA07R, B589LLA07R; in NC, C084LNC08P, B548LNC07R, B996LNC07R, C520LNC08R).

This is a solicitation of insurance. An agent may contact you.

AFN42781