

SERFF Tracking Number: PRUD-126769021 State: Arkansas  
Filing Company: Pruco Life Insurance Company State Tracking Number: 46592  
Company Tracking Number: IIGL-INDIVIDUAL LIFE MARKETING PLANS-DC  
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other  
Product Name: Individual Life Marketing Plans  
Project Name/Number: Individual Life Marketing Plans/Individual Life Marketing Plans

## Filing at a Glance

Company: Pruco Life Insurance Company

Product Name: Individual Life Marketing Plans SERFF Tr Num: PRUD-126769021 State: Arkansas  
TOI: L08 Life - Other SERFF Status: Closed-Accepted State Tr Num: 46592

Sub-TOI: L08.000 Life - Other

For Informational Purposes  
Co Tr Num: IIGL-INDIVIDUAL LIFE State Status: Filed-Closed  
MARKETING PLANS-DC

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Diane Barrios, Marcelle Chapman, David Collier, Susan Eckler-Kerns, Rozelyn Hayes, David Koonce, Gil Ortiz, Eula Armstrong, John Steiniger, Genetta Williams, Josephine Santangelo

Disposition Date: 08/25/2010  
Disposition Status: Accepted For Informational Purposes

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Individual Life Marketing Plans  
Project Number: Individual Life Marketing Plans  
Requested Filing Mode: Informational

Status of Filing in Domicile: Pending  
Date Approved in Domicile:  
Domicile Status Comments: Pending review in our Home State, Arizona.

Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:  
Filing Status Changed: 08/25/2010

Market Type: Individual  
Group Market Size:  
Group Market Type:  
Explanation for Other Group Market Type:  
State Status Changed: 08/25/2010

Deemer Date:

Created By: Gil Ortiz

Submitted By: Gil Ortiz

Corresponding Filing Tracking Number:

Filing Description:

Re: Marketing Plans for Individual Life Contract Forms

SERFF Tracking Number: PRUD-126769021 State: Arkansas  
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Dear Commissioner:

For informational purposes, we are notifying you of a change to our marketing plans for individual life contract forms.

Currently, our individual life contract forms are sold primarily by our field agents and brokers authorized to sell Pruco Life products. We also offer non variable products through a specialized group of licensed home office employees and may engage in direct mail, email or outbound telemarketing campaigns. However, some products are only available through other financial institutions on a limited underwriting basis via an online application. In either case, they may be advertised over the internet. Internet sites such as www.prudential.com, commercial quoting engines and agent/broker internet sites have information about our life products and the options/riders that are available. The plan is to expand the distribution of our limited underwriting products that are currently sold only through other financial institutions to include field agents and other brokers authorized to sell all other Pruco Life products. Sales may be conducted in a face-to face setting or conducted over the phone whereby the producer completes the application over the phone and then the application is presented electronically to the applicant for their review and electronic signature.

If a customer is interested in the purchase of an individual life insurance product, including the limited underwriting products, Pruco Life will allow the sale through our own licensed agents, designated and licensed home office employees, and independent brokers who are authorized to sell our products. Pruco Life will utilize the same acquisition processes, including the self-service and assisted-service Internet-based acquisition process currently in use when our limited underwriting products are sold through other financial institutions. The change to allow the broader distribution of the limited underwriting products will not alter the original underwriting rules, premium rates, or charges for each product.

If you have any questions, or need any additional information, please call is at 888-800-8244, or on my direct line at 973-802-9896.

## Company and Contact

### Filing Contact Information

David Collier, Second Vice President David.Collier@Prudential.com  
Individual Insurance Group 888-800-8244 [Phone]  
213 Washington Street 973-367-8143 [FAX]  
Newark, NJ 07102-2992

### Filing Company Information

Pruco Life Insurance Company CoCode: 79227 State of Domicile: Arizona  
751 Broad Street Group Code: 304 Company Type: Life  
Newark, NJ 07102-3777 Group Name: State ID Number:  
(973) 802-6000 ext. [Phone] FEIN Number: 22-1944557

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**Filing Fees**

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pruco Life Insurance Company	\$50.00	08/24/2010	38983608

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Linda Bird Informational Purposes		08/25/2010	08/25/2010

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## **Disposition**

Disposition Date: 08/25/2010

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