

SERFF Tracking Number: AEGJ-126782380 State: Arkansas
Filing Company: Transamerica Life Insurance Company State Tracking Number: 46578
Company Tracking Number: OUR STRENGTH 0810
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Our Strength 0810
Project Name/Number: /

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: Our Strength 0810 SERFF Tr Num: AEGJ-126782380 State: Arkansas
TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed State Tr Num: 46578
Sub-TOI: LTC03I.001 Qualified Co Tr Num: OUR STRENGTH 0810 State Status: Closed
Filing Type: Advertisement Reviewer(s): Harris Shearer, Marie Bennett
Author: Julie Maclin Disposition Date: 09/01/2010
Date Submitted: 08/23/2010 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Status of Filing in Domicile: Pending
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 09/01/2010 Explanation for Other Group Market Type:
State Status Changed: 09/01/2010
Deemer Date: Created By: Julie Maclin
Submitted By: Julie Maclin Corresponding Filing Tracking Number:
Filing Description:
Please see cover letter under Supporting Documentation tab.

Company and Contact

Filing Contact Information

Julie Maclin, Senior Policy Analyst jmaclin@aegonusa.com
P.O. Box 93007 800-553-7600 [Phone] 3446 [Ext]
Hurst, TX 76053-3007 817-285-3394 [FAX]

Filing Company Information

Transamerica Life Insurance Company CoCode: 86231 State of Domicile: Iowa

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 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: \$50 fee per ad x 2 ads = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$100.00	08/23/2010	38960877

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/01/2010	09/01/2010

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Disposition

Disposition Date: 09/01/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter		Yes
Form	Our Strength		Yes
Form	Our Strength		Yes

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Form Schedule

Lead Form Number: TLC OS TC 0810

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	TLC OS TC 0810	Advertising Our Strength	Initial			TLC OS TC 0810.pdf
	TLC OS TCO 0810	Advertising Our Strength	Initial			TLC OS TCO 0810.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 19 categories)
Moody's	A1	Good (5 th of 21 categories)
Fitch	AA-	Very Strong (4 th of 21 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 July, 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 19 ratings, Moody's A1 rating is the fifth highest of 21 ratings, and Fitch's AA- rating is the fourth highest of 21 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

TransCare Options®
 A Plan Designed for a Changing Future®

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Cover 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 3446
julie.maclin@transamerica.com

August 23, 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 0810 Institutional Advertisement
TLC OS TCO 0810 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 TC 0710 and TLC OS TCO 0710, approved by your department on July 12, 2010 (SERFF # AEGJ-126714427). Please note that those forms were never printed nor used.

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 0710 version is that the Fitch rating changed.

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 "Julie A. Maclin". The signature is written in a cursive, flowing style.

Julie A. Maclin, ACS
Senior Advertising Analyst
Long Term Care Division