

SERFF Tracking Number: GEFA-126781962 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 46573
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: LTC POS-Compound Inflation/104187

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Long Term Care Insurance

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Advertisement

SERFF Tr Num: GEFA-126781962 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Author: Andy Zimmerman

Date Submitted: 08/23/2010

State Tr Num: 46573

State Status: Closed

Reviewer(s): Marie Bennett, Harris Shearer

Disposition Date: 09/01/2010

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: LTC POS-Compound Inflation

Project Number: 104187

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/01/2010

Status of Filing in Domicile: Pending

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: 09/01/2010

Created By: Andy Zimmerman

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andy Zimmerman

Filing Description:

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage and our Privileged Choice product brochure, 39724 08/01/07, filed by your Department on August 28, 2009 to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR Rev filed and approved on July 10, 2008 by your Department.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

Filing Contact Information

SERFF Tracking Number: GEFA-126781962 State: Arkansas
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Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

Filing Company Information

Genworth Life Insurance Company CoCode: 70025 State of Domicile: Delaware
 6610 W Broad Street Group Code: 350 Company Type: LifeHealth & Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 91-6027719

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: AR filing fee=\$50 per advertisement. One advertisement slubmitted=\$50.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$50.00	08/23/2010	38955451

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Correspondence Summary

Dispositions

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

SERFF Tracking Number: *GEFA-126781962* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *46573*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *LTC POS-Compound Inflation/104187*

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	Did You Know-Compound Inflation		Yes

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Form Schedule

Lead Form Number: 104187 08/10/10

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	104187 08/10/10	Advertising	Did You Know- Compound Inflation	Initial		0.000	104187_0810 10 (2).pdf



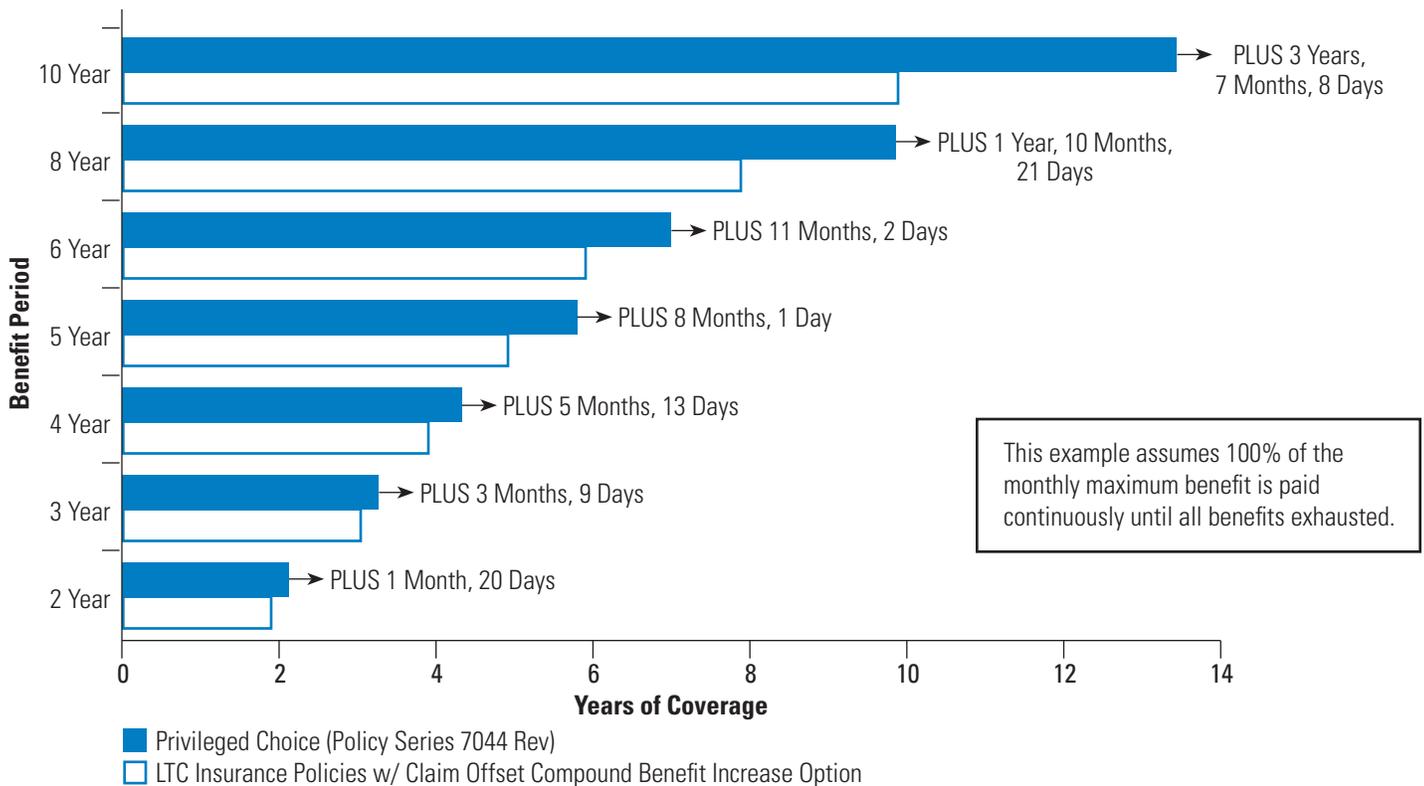
Genworth®
Financial

DID YOU KNOW... COMPOUND INFLATION PROTECTION IS NOT ALWAYS EQUAL.

BENEFITS MAY LAST LONGER WITH PRIVILEGED CHOICE®

See for yourself the value of our optional Compound Inflation Benefit Increase on our Privileged Choice long term care insurance policy. This benefit increase option may result in **longer protection** than those long term care insurance policies with a "claims offset" compound benefit increase option. The annual benefit increases available with the Privileged Choice Compound Inflation Benefit Increase option are **not reduced by claims paid** (no claims offset.) This means that the benefit period may **last longer** with Privileged Choice.

The graph below shows the difference between compound benefit increases with claims offset and the way **Privileged Choice** helps increase benefit periods, **with no claims offset**.



CHOOSE THE LONG TERM CARE INSURANCE POLICY THAT MAY HELP PROTECT YOU LONGER!

Long Term Care Insurance Underwritten by Genworth Life Insurance Company

This is a solicitation for insurance for policy form series 7044 Rev. (7044FL Rev, 7044ID Rev, 7044NC Rev, 7044OK Rev, 7044NJ Rev, 7044PA Rev, 7044VT Rev, 7044WA Rev). Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of this long term care insurance policy will be provided to you by a licensed insurance agent/producer.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Cover Letter

Comments:

Attachment:

AR Filing Letter LTC POS Compound Inflation 104187 081010.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

August 23, 2010

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025**

**Invitation to Contract (Point of Sale)
Did You Know-Compound Inflation : 104187 08/10/10**

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval a copy of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$50 is being transmitted via EFT on the SERFF filing system.

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage and our Privileged Choice product brochure, 39724 08/01/07, filed by your Department on August 28, 2009 to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policy 7044AR Rev filed and approved on July 10, 2008 by your Department.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Sr. Advertising Compliance Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments