

SERFF Tracking Number: GEFA-126809491 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 46759
 Company Tracking Number:
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
 Product Name: Total Living Coverage Universal Life Insurance With Long Term Care Benefits
 Project Name/Number: Edward Jones Hybrid Solutions Ads/INS-5591

Filing at a Glance

Company: Genworth Life Insurance Company
 Product Name: Total Living Coverage Universal SERFF Tr Num: GEFA-126809491 State: Arkansas
 Life Insurance With Long Term Care Benefits
 TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed State Tr Num: 46759
 Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: State Status: Closed
 Filing Type: Advertisement Reviewer(s): Marie Bennett, Harris Shearer
 Authors: Andy Zimmerman, Karen Lewis Disposition Date: 09/13/2010
 Date Submitted: 09/10/2010 Disposition Status: Filed
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: Edward Jones Hybrid Solutions Ads Status of Filing in Domicile: Pending
 Project Number: INS-5591 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: 09/13/2010 Explanation for Other Group Market Type:
 State Status Changed: 09/13/2010
 Deemer Date: Created By: Andy Zimmerman
 Submitted By: Andy Zimmerman Corresponding Filing Tracking Number:
 Filing Description:

This advertising material will be used by licensed agents from the Edward Jones distribution channel to generate interest in Genworth Life Insurance Company's "Total Living Coverage Universal Life Insurance With Long Term Care Benefits" policy form number ULPLTCIPLGLI AR (11/05) et al and rider form numbers ULRABRIPGLI AR(11/05) et al, ULREBRIPGLI (11/05) et al, ULRROPIPLGLI (11/05) et al, approved on August 17, 2006 by your Department and ULRGMBRIPGLI (0709) et al filed and approved on August 7, 2009 by your Department. The policy combines universal life insurance and long term care benefits in one product.

Explanation of Variables

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INS-5591-A-AD 08/19/10

FA Name-Name of licensed and appointed insurance agent
Street Address-Street address of agent
City, State, ZIP-City, State, Zip Code of agent
Phone-telephone number of licensed agent.
CA license Number: licensed agent will insert license number

Above information may appear for up to three licensed agents.

INS-5591-A-FL 08/19/10

FA Name-Name of licensed and appointed insurance agent
Title-Title of licensed and appointed insurance agent
Street Address-Street address of agent
City, State, ZIP-City, State, Zip Code of agent
Phone-telephone number of licensed agent.
CA license Number: licensed agent will insert license number

INS-5850-A 8/10/10

Financial Advisor Name- Name of licensed and appointed insurance agent
Financial Advisor Name- Name of licensed and appointed insurance agent

FA Info-licensed and appointed insurance agent will input their contact information i.e. address, telephone number, e-mail address. Up to 5 lines available.

CUSTOMER NAME-name of customer
CUSTOMER STREET ADDRESS-street address of customer
CUSTOMER CITY, STATE, ZIP-city, state, zip code of customer

(DATE)-date of letter

[Customer Name]-name of customer

XXX-XXX-XXXX-telephone number of licensed agent.

<(Signature)>-Signature of licensed agent

Financial Advisor Name- Name of licensed and appointed insurance agent

INS-5947-A-AD_08/19/10

FA Name-Name of licensed and appointed insurance agent
Street Address-Street address of agent

SERFF Tracking Number: GEFA-126809491 State: Arkansas
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City, State, ZIP-City, State, Zip Code of agent
 Phone-telephone number of licensed agent.
 CA license Number: licensed agent will insert license number

Above information may appear for up to three licensed agents.

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

Company and Contact

Filing Contact Information

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: \$250.00
 Retaliatory? No
 Fee Explanation: AR filing fee=\$50 per advertisement. five advertisements submitted=\$250.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$250.00	09/10/2010	39421611

SERFF Tracking Number: GEFA-126809491 State: Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/13/2010	09/13/2010

SERFF Tracking Number: *GEFA-126809491* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *46759*
Company Tracking Number:
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *Total Living Coverage Universal Life Insurance With Long Term Care Benefits*
Project Name/Number: *Edward Jones Hybrid Solutions Ads/INS-5591*

Disposition

Disposition Date: 09/13/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-126809491 State: Arkansas
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter		No
Form	Edward Jones Flier-Understanding Hybrid Solutions		No
Form	Edward Jones Hybrid B/W Newspaper Ad		No
Form	Edward Jones Hybrid Color Flier		No
Form	Edward Jones Hybrid Direct Mail Letter		No
Form	Edward Jones Hybrid Color Newspaper Ad		No

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Form Schedule

Lead Form Number: INS-5591-A 08/10/10

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	INS-5591-A 08/10/10	Advertising	Edward Jones Flier- Understanding Hybrid Solutions	Initial		0.000	INS-5591- A_081010_no nsecure[1].pdf
	INS-5591- A-AD 08/19/10	Advertising	Edward Jones Hybrid B/W Newspaper Ad	Initial		0.000	INS-5591-A- AD_081910_ gnw.pdf
	INS-5591- A-FL 08/19/10	Advertising	Edward Jones Hybrid Color Flier	Initial		0.000	INS-5591-A- FL_081910_n onsecure.pdf
	INS-5850-A 8/10/10	Advertising	Edward Jones Hybrid Direct Mail Letter	Initial		0.000	INS-5850- A_081010_no nsecure.pdf
	INS-5947- A- AD_08/19/1 0	Advertising	Edward Jones Hybrid Color Newspaper Ad	Initial		0.000	INS-5947-A- AD_081910_ gnw.pdf

UNDERSTANDING HYBRID SOLUTIONS: FLEXIBLE OPTIONS FOR LONG-TERM CARE

You've worked hard for the assets you've earned through the years. But have you thought about what could happen to those assets and the people you love if you need long-term care?

Long-term care is the assistance or supervision you may need when you're unable to perform some of the basic activities of daily living, including bathing, dressing or moving from a bed to a chair. You may need help if you suffer from an injury, such as a broken hip, an illness or a stroke. Others may need help because of mental deterioration called severe cognitive impairment that can be caused by Alzheimer's disease, other mental illness or brain disorders.

Preparing for this possibility often gets put off. Many people first learn about long-term care when they or a loved one needs care. Then their options may be limited by lack of information, the immediate need for services and insufficient resources to pay for preferred services. However, preparing now may give you more control over your future and help protect your existing assets and your family.

Changing the Way You Think about Long-term Care

Even if you're still saving for retirement, you should consider long-term care insurance now.

Two ways to prepare for long-term care expenses:

1. Traditional long-term care insurance policy – With this option, you pay premiums for an insurance policy that can help pay for covered long-term care expenses.

2. Self-insure – This requires you to set aside significant assets and possibly rely on others should you have to pay expenses for long-term care.

Another approach you may want to consider is a hybrid solution that combines the features of life insurance and long-term care insurance. This approach provides benefits that you can use to reimburse qualified long-term care expenses and a residual death benefit to your beneficiaries.

A hybrid solution may provide a simple approach for several scenarios, including:

1 If you need long-term care

In many instances, a hybrid solution can provide funds up to five times the premium paid to reimburse covered long-term care expenses, and they can be tax-free.

- Your specified long-term care benefit is used to reimburse long-term care costs up to the monthly maximum specified in your policy.
- If you use all of your long-term care benefit, your beneficiaries will receive a residual death benefit payment as stated in the policy.

2 If you don't need long-term care

The policy provides a tax-free death benefit to your beneficiaries.

- Any portion of the guaranteed death benefit not used for long-term care will go to your beneficiaries – income tax free.
- The benefit won't be subject to probate if someone other than your estate is named beneficiary.

3 If you change your mind

- Policies paid for with a lump-sum payment may provide a money back guarantee* for a specific period of time.
- Your original lump-sum payment can be returned to you, minus any loans, withdrawals or benefits paid.
- It's also subject to the terms of the policy and any rider attached.

* For certain policies, the time period for the guarantee may vary.

Underwritten by GENWORTH LIFE INSURANCE COMPANY, Richmond, VA.

Important Considerations of a Hybrid Long-term Care Solution

Consider taking steps now to help protect your retirement nest egg from unexpected expenses, such as the need for long-term care. By including a hybrid solution into your financial strategy, you can use a portion of your savings for a variety of benefits. This may include transferring wealth to your beneficiaries and/or long-term care protection in the event you need covered care. Depending on your situation, however, traditional long-term care insurance may be more appropriate.

Fees and Other Expenses

- Fees and charges associated with the policy, including those that vary based on your gender, health and age
- Additional charges for riders that customize a policy to fit your individual needs
- A premium depending on the product selected
- Expenses associated with its purchase, which may include mortality and expense charges in addition to sales charges

In addition, money borrowed or withdrawn from the policy will reduce its total benefit, including the money back guarantee.

There may be other appropriate solutions to help you reach your goals, depending on your situation. Before purchasing any life or long-term care insurance policy, talk with your Edward Jones financial advisor to evaluate appropriate strategies for yourself and your loved ones.

Edward Jones, its employees and financial advisors are not estate planners and cannot provide tax or legal advice. You should consult a qualified tax specialist or attorney regarding your situation.

This is a brief description of universal life insurance with long term care benefits underwritten by Genworth Life Insurance Company, Richmond, VA. Subject to Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPGLI (11/05) et al. and ULRCMBRIPGLI (11/05) et al. or ULRCMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. With Genworth Life insurance Company's Return of Premium Rider you are guaranteed during the first 15 policy years, to receive at least your initial premium back. The return of premium feature guarantee exists as long as you haven't taken loans or partial withdrawals. If you've received any covered long term care benefits, the amount refunded is reduced by the total benefits paid. This optional rider requires a higher initial premium and is only available at application.

Complete details of the benefits, costs, limitations and exclusions will be provided to you by a licensed insurance agent/ producer. You may request a licensed insurance agent/producer to contact you regarding this solicitation of insurance. Other unaffiliated carriers' products may be offered.

All guarantees are based on the claims-paying ability of the issuing insurance company.

In accordance with IRS Circular 230, any U.S. federal tax information provided in this document is not intended or written to be used to avoid tax penalties that may be imposed on the recipient or any other taxpayer, or to promote, market or recommend a partnership, entity, investment strategy, arrangement or other transaction addressed herein.

www.edwardjones.com

Choices: They can help **Protect Your Future.**

Because you've always been active and living life to its fullest, it may be challenging to think about a time when you may need long-term care.

Now there's a flexible insurance solution that may help protect your assets while also providing choices. These choices may include providing a death benefit to your beneficiaries if you don't need care, or returning your original lump-sum payment if you change your mind.*

To learn more about the choices to help protect your future, call today.

Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent/producer. You may request a licensed insurance agent/producer to contact you regarding this solicitation of insurance. All products and their riders and benefits are subject to their policy forms and to state availability and issue limitations.

This is a brief description of universal life insurance with a long term care rider underwritten by Genworth Life Insurance Company, Richmond, VA. Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIPGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. or ULRGMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. Other carriers' products may be offered.

All guarantees are based on the claims-paying ability of the issuing insurance company.

*During the first 15 policy years, you're guaranteed to receive at least your initial premium back with the return of premium feature.

This optional rider requires a higher initial premium and is only available at application.

Underwritten by **GENWORTH LIFE INSURANCE COMPANY,** Richmond, VA

FA Name

Financial Advisor

Street Address

City, State, ZIP

Phone

CA license Number:

FA Name

Financial Advisor

Street Address

City, State, ZIP

Phone

CA license Number:

FA Name

Financial Advisor

Street Address

City, State, ZIP

Phone

CA license Number:

www.edwardjones.com Member SIPC

Edward Jones
MAKING SENSE OF INVESTING

CHOICES: THEY MAY HELP PROTECT YOUR FUTURE.



Because you've always been active and living life to its fullest, it may be challenging to think about a time when you may need long-term care.

Now there's a flexible insurance solution that may help protect your assets, while also providing choices. These choices may include:

- Providing a death benefit to your beneficiaries, similar to traditional life insurance
- Returning your original lump-sum payment if you change your mind*

Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent/producer. You may request a licensed insurance agent/producer to contact you regarding this solicitation of insurance. All products and their riders and benefits are subject to their policy forms and to state availability and issue limitations.

This is a brief description of universal life insurance with a long term care rider underwritten by Genworth Life Insurance Company, Richmond, VA. Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. or ULRGMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. Other carriers' products may be offered.

All guarantees are based on the claims-paying ability of the issuing insurance company.

*During the first 15 policy years, you're guaranteed to receive at least your initial premium back with the return of premium feature.

This optional rider requires a higher initial premium and is only available at application.

To learn more about the choices that may help protect your future, call today.

FA Name

Title

Street Address

City, State, ZIP

Phone

CA License Number

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Underwritten by **GENWORTH LIFE INSURANCE COMPANY, Richmond, VA**

INS-5591-A-FL 08/19/10

Edward Jones[®]
MAKING SENSE OF INVESTING

Financial Advisor Name
Financial Advisor Name
Financial Advisor(s)

FA Info
FA Info

FA Info
FA Info
FA Info
www.edwardjones.com

CUSTOMER NAME

CUSTOMER STREET ADDRESS

CUSTOMER CITY, STATE, ZIP



(DATE)

Dear [Customer Name]:

When people consider long term care insurance, some face a real dilemma.

On one hand, they know it's a good idea because it's a kind of safety net if something unexpected happens. But who wants to think about it?

Maybe you've felt this way too, which is why I'm writing you today. I want to tell you about a different kind of insurance product.

It's a flexible life insurance product that can help protect your assets while also providing choices. These choices may include providing a death benefit to your beneficiaries if you don't need care, or returning your original lump-sum payment if you change your mind¹. And yes, this insurance policy covers in-home care (what many of us want) as well as assisted living or nursing home care.

I think this product could help protect your future and your family, so I'd like to get together to discuss it. I can tell you in detail how it all works and together, we can decide if it's right for you.

We're all searching for ways to feel more secure about the years ahead. Please give me a call at XXX-XXX-XXXX so we can discuss this opportunity. It could be an important part of your retirement strategy.

Sincerely,

<(Signature)>

Financial Advisor Name
Financial Advisor(s)

P.S.: The conflict people often feel about long term care coverage is "why should I spend money on something I may never need?" Now there's an alternative. Call me at xxx-xxx-xxx.

¹ For certain policies, the time period for the guarantee may vary.

PLEASE SEE IMPORTANT DISCLAIMERS ON REVERSE SIDE.

Underwritten by **GENWORTH LIFE INSURANCE COMPANY**

Edward Jones, its employees and financial advisors are not estate planners and cannot provide tax or legal advice. You should consult a qualified tax specialist or attorney regarding your situation.

This is a brief description of universal life insurance with long term care benefits underwritten by Genworth Life Insurance Company, Richmond, VA. Subject to Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. or ULRGMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. With Genworth Life insurance Company's Return of Premium Rider you are guaranteed during the first 15 policy years, to receive at least your initial premium back. The return of premium feature guarantee exists as long as you haven't taken loans or partial withdrawals. If you've received any covered long term care benefits, the amount refunded is reduced by the total benefits paid. This optional rider requires a higher initial premium and is only available at application.

Complete details of the benefits, costs, limitations and exclusions will be provided to you by a licensed insurance agent/producer. You may request a licensed insurance agent/producer to contact you regarding this solicitation of insurance. Other unaffiliated carriers' products may be offered.

All guarantees are based on the claims-paying ability of the issuing insurance company.



Choices: They can help Protect Your Future.

INS-5947-A-AD SEP 2010

Because you've always been active and living life to its fullest, it may be challenging to think about a time when you may need long-term care.

Now there's a flexible insurance solution that may help protect your assets while also providing choices. These choices may include providing a death benefit to your beneficiaries if you don't need care, or returning your original lump-sum payment if you change your mind.*

To learn more about the choices to help protect your future, call today.

Complete details of the benefits, cost, limitations and exclusions will be provided to you by a licensed insurance agent/producer. You may request a licensed insurance agent/producer to contact you regarding this solicitation of insurance. All products and their riders and benefits are subject to their policy forms and to state availability and issue limitations.

This is a brief description of universal life insurance with a long term care rider underwritten by Genworth Life Insurance Company, Richmond, VA. Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. or ULRGMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. Other carriers' products may be offered.

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This optional rider requires a higher initial premium and is only available at application.

Underwritten by **GENWORTH LIFE INSURANCE COMPANY,
Richmond, VA**

FA Name
Financial Advisor

Street Address
City, State, ZIP
Phone
CA License Number

FA Name
Financial Advisor

Street Address
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www.edwardjones.com Member SIPC

Edward Jones
MAKING SENSE OF INVESTING

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Supporting Document Schedules

Item Status: **Status**
Date:

Satisfied - Item: Cover Letter

Comments:

Attachment:

AR Filing Letter EJ HYBRID SOLUTIONS ADS INS 5591 ET AL.pdf



Phone-telephone number of licensed agent.

CA license Number: licensed agent will insert license number

INS-5850-A 8/10/10

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Financial Advisor Name- Name of licensed and appointed insurance agent

FA Info-licensed and appointed insurance agent will input their contact information i.e. address, telephone number, e-mail address. Up to 5 lines available.

CUSTOMER NAME-name of customer

CUSTOMER STREET ADDRESS-street address of customer

CUSTOMER CITY, STATE, ZIP-city, state, zip code of customer

(DATE)-date of letter

[Customer Name]-name of customer

XXX-XXX-XXXX-telephone number of licensed agent.

<(Signature)>-Signature of licensed agent

Financial Advisor Name- Name of licensed and appointed insurance agent

INS-5947-A-AD_08/19/10

FA Name-Name of licensed and appointed insurance agent

Street Address-Street address of agent

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Phone-telephone number of licensed agent.

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Above information may appear for up to three licensed agents.

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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