

SERFF Tracking Number: GEFA-126815781 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 46798
Company Tracking Number:
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Insurance
Project Name/Number: Choose a LTCI Leader Brochure/82170

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-126815781 State: Arkansas

SERFF Status: Closed-Filed

Co Tr Num:

Author: Andy Zimmerman

Date Submitted: 09/15/2010

State Tr Num: 46798

State Status: Closed

Reviewer(s): Marie Bennett, Harris Shearer

Disposition Date: 09/20/2010

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: Choose a LTCI Leader Brochure

Project Number: 82170

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/20/2010

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: 09/20/2010

Created By: Andy Zimmerman

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andy Zimmerman

Filing Description:

This institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company as a seller of long term care insurance and to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department or our group policy form series 7050 approved by your Department on September 11, 2008.

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

Company and Contact

SERFF Tracking Number: *GEFA-126815781* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *46798*
Company Tracking Number:
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Insurance*
Project Name/Number: *Choose a LTCI Leader Brochure/82170*

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: \$50.00
 Retaliatory? No
 Fee Explanation: AR filing fee=\$50 per advertisement. We are submitting one advertisement=\$50.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$50.00	09/15/2010	39522863

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/20/2010	09/20/2010

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Disposition

Disposition Date: 09/20/2010

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		No
Form	Choose a LTCI Leader Brochure		No

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Form Schedule

Lead Form Number: 82170 08/16/10

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	82170 08/16/10	Advertising	Choose a LTCI Leader Brochure	Initial		0.000	82170_081610[1].pdf



Genworth®
Financial



CHOOSE A LONG TERM CARE INSURANCE LEADER

LONG TERM CARE INSURANCE

Underwritten by
Genworth Life Insurance Company

A COMPANY YOU CAN TRUST

Selecting a long term care insurance company is an important decision. You want a company you can trust to help protect your lifestyle as you grow older, one that offers a portfolio of insurance plans with comprehensive benefits and a track record of paying claims. You want a company with a respected and recognized name.



Genworth Life Insurance Company gives you all this and more. Our Long Term Care Insurance Division is an industry leader¹ and we have been offering long term care insurance since 1974. We believe our experience and expertise set us apart from the rest and make us the best choice for helping protect your future.

A Member of the Family

Genworth Life Insurance Company is a member of the Genworth Financial family of companies. You can depend on us to provide you with excellent service and quality long term care insurance plans.

¹ LifePlans 2009 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold in 2009 and individual annualized premium inforce as of 12/31/09.



Comprehensive, Tax-Qualified Plans

Our portfolio of long term care insurance plans combine benefits and features with outstanding choice and flexibility. In addition, our insurance plans are designed to qualify under specific federal standards for income tax advantages.²

Because everyone has different needs, we have a broad range of plans from which you can choose.

Reputation for Integrity and Paying Claims

Meeting the needs of our more than **1,000,000** policyholders³ is not only our priority, it's our promise. We have paid out over **\$5.7 billion** in long term care claims.³

We Can Help

- Preserve your financial independence.
- Protect the savings and assets you've spent a lifetime accumulating.
- Help avoid relying solely on your family and friends for support.
- Ensure you can afford your choice of quality care in a quality setting.

A Promise

Any insurance plan is only as good as the company behind it. Choose a company you can trust. We're here for the long term — today, tomorrow, and in the years to come.

² Not intended as tax advice. You should ask your independent tax and legal advisers for advice based on your particular situation.

³ As of 12/31/09.

Genworth Financial is a proud sponsor of

alzheimer's  association®

the compassion to care, the leadership to conquer

Long Term Care Insurance
underwritten by Genworth Life
Insurance Company
Long Term Care
Insurance Division
6620 West Broad Street
Building 4
Richmond, VA 23230
genworth.com

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entered into a strategic relationship
that permits Genworth's use of
the Association's trademarks and/
or logos. The use of the Alzheimer's
Association logo does not constitute
an endorsement of the Company's
products and services.*

This solicitation of insurance is for policy form series 7042 Rev, 7044 Rev and 7048 (7042ID Rev, 7044ID Rev & 7048ID, 7042NC Rev & 7044NC Rev, 7042NJ Rev & 7044NJ Rev, 7042OK Rev & 7044OK Rev, 7048OK, 7042PA Rev & 7044PA Rev, 7042VT Rev & 7044VT Rev, 7042WA Rev, 7044WA Rev and 7048WA) and group policy form 7050. An agent/insurance producer may contact you. Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of these long term care insurance policies will be provided to you by a licensed insurance agent/insurance producer.

The tax information in this material was written to support the promotion and marketing of the contract. Genworth Life Insurance Company, its representatives and distributors do not provide tax or legal advice. We did not write this material for use by any taxpayer to avoid any Internal Revenue Service penalty. You should ask your independent tax and legal advisors for advice based on your particular situation.



Genworth Life Insurance Company is a member of the Insurance Marketplace Standards Association (IMS A). Membership promotes ethical standards in the sale and service of individually-sold life insurance, annuity, and long term care insurance products.

Insurance and annuity products:

- **Are not** deposits.
- **Are not** insured by the FDIC or any other federal government agency.
- **May** decrease in value.
- **Are not** guaranteed by any bank or its affiliates.

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Supporting Document Schedules

Item Status:

Status

Date:

Satisfied - Item: Cover Letter

Comments:

Attachment:

AR Filing Letter Choose a LTCI Leader 82170 081610.pdf



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

September 15, 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
Institutional Advertisement
Choose a LTCI Leader Brochure-82170 08/16/10**

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 institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company as a seller of long term care insurance and to generate interest in Genworth Life Insurance Company's Long Term Care Insurance Policies 7042AR Rev and 7044AR Rev filed and approved on July 10, 2008 by your Department as well as our Individual Long Term Care Insurance Policy 7048AR filed and approved on June 20, 2007 by your Department or our group policy form series 7050 approved by your Department on September 11, 2008.

This advertising material is new and does not replace any advertisements 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