

SERFF Tracking Number: PRUD-126802724 State: Arkansas  
Filing Company: Pruco Life Insurance Company State Tracking Number: 46724  
Company Tracking Number: HIGHEST DAILY LIFETIME INCOME BENEFIT  
TOI: A02.11 Individual Annuities- Deferred Non- Sub-TOI: A02.11.002 Flexible Premium  
Variable and Variable  
Product Name: Highest Daily Lifetime Income benefit  
Project Name/Number: Highest Daily Lifetime Income benefit /Highest Daily Lifetime Income benefit

## Filing at a Glance

Company: Pruco Life Insurance Company

Product Name: Highest Daily Lifetime Income benefit SERFF Tr Num: PRUD-126802724 State: Arkansas

TOI: A02.11 Individual Annuities- Deferred Non- Variable and Variable SERFF Status: Closed-Accepted State Tr Num: 46724  
For Informational Purposes

Sub-TOI: A02.11.002 Flexible Premium Co Tr Num: HIGHEST DAILY LIFETIME INCOME BENEFIT State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: John Witteman, Anthony Pereira, Carolyn Cargnel, Pamela Bonaparte-Golding, Corey Geissman, Starr Merritt, Mila Shafir Disposition Date: 09/09/2010

Pereira, Carolyn Cargnel, Pamela Bonaparte-Golding, Corey

Bonaparte-Golding, Corey

Geissman, Starr Merritt, Mila Shafir

Date Submitted: 09/07/2010

Disposition Status: Accepted For Informational Purposes

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Highest Daily Lifetime Income benefit

Status of Filing in Domicile: Pending

Project Number: Highest Daily Lifetime Income benefit

Date Approved in Domicile:

Requested Filing Mode: Informational

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: 09/09/2010

Explanation for Other Group Market Type:

State Status Changed: 09/09/2010

Deemer Date:

Created By: Pamela Bonaparte-Golding

Submitted By: Pamela Bonaparte-Golding

Corresponding Filing Tracking Number:

Filing Description:

VIA SERFF

September 7, 2010

SERFF Tracking Number: PRUD-126802724 State: Arkansas  
Filing Company: Pruco Life Insurance Company State Tracking Number: 46724  
Company Tracking Number: HIGHEST DAILY LIFETIME INCOME BENEFIT  
TOI: A02.11 Individual Annuities- Deferred Non- Sub-TOI: A02.11.002 Flexible Premium  
Variable and Variable  
Product Name: Highest Daily Lifetime Income benefit  
Project Name/Number: Highest Daily Lifetime Income benefit /Highest Daily Lifetime Income benefit

Honorable Jay Bradford, Insurance Commissioner  
Life and Health Division  
Arkansas Insurance Department  
200 West Third Street  
Little Rock, AR 72201

Attn Claudia Meeks, Rates and Form Filings

Re: Pruco Life Insurance Company ("Pruco Life," "we," "us")  
NAIC No.: 304- 79227 FEIN No.: 22-1944557

Forms P-RID-HD6(2/10) and P-SCH-HD6(2/10) Approved by your Department on November 3, 2009, State Tracking Number File No. 43887, SERFF Tracking Number PRUD-126355908.

Dear Ms. Meeks,

Prudential respectfully submits for your information a change to the prior approved Rider P-RID-HD6(2/10) and Schedule Page P-SCH-HD6(2/10) to be used with new business.

The purpose of this filing is to revise the name of the Rider and Schedule Page as follows:

Current Name	New Name
Highest Daily Lifetime 6 Plus Benefit Rider	Highest Daily Lifetime Income Benefit Rider
Highest Daily Lifetime 6 Plus Benefit Schedule Supplement	Highest Daily Lifetime Income Benefit Schedule Supplement

While the names on these forms were not bracketed for variability, we believe the requested change to be minor so as not to require your prior approval. We confirm that there is no other revision to the Rider and Schedule as each was originally filed and approved by your Department. We do continue to reserve the right to make any changes to bracketed text as described in the Statement of Variability as was originally filed and approved by your Department.

Please contact the undersigned if you have any questions or require any additional information.

Very truly yours,

SERFF Tracking Number: PRUD-126802724 State: Arkansas  
 Filing Company: Pruco Life Insurance Company State Tracking Number: 46724  
 Company Tracking Number: HIGHEST DAILY LIFETIME INCOME BENEFIT  
 TOI: A02.II Individual Annuities- Deferred Non- Sub-TOI: A02.II.002 Flexible Premium  
 Variable and Variable  
 Product Name: Highest Daily Lifetime Income benefit  
 Project Name/Number: Highest Daily Lifetime Income benefit /Highest Daily Lifetime Income benefit

Pamela Bonaparte-Golding  
 Contract Specialist  
 Tel: (203) 944 - 7544  
 E-mail: Pamela.Bonaparte-Golding@Prudential.com  
 Fax: (203) 944-7737

## Company and Contact

### Filing Contact Information

Anthony Pereira, Senior Compliance Analyst Anthony.Pereira@Prudential.com  
 One Corporate Drive 800-628-6039 [Phone] 57146 [Ext]  
 P.O. Box 883 203-944-7510 [FAX]  
 Shelton, CT 06484

### 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

-----

## Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pruco Life Insurance Company	\$0.00	09/07/2010	
Pruco Life Insurance Company	\$50.00	09/07/2010	39280428

SERFF Tracking Number: PRUD-126802724 State: Arkansas  
Filing Company: Pruco Life Insurance Company State Tracking Number: 46724  
Company Tracking Number: HIGHEST DAILY LIFETIME INCOME BENEFIT  
TOI: A02.11 Individual Annuities- Deferred Non- Sub-TOI: A02.11.002 Flexible Premium  
Variable and Variable  
Product Name: Highest Daily Lifetime Income benefit  
Project Name/Number: Highest Daily Lifetime Income benefit /Highest Daily Lifetime Income benefit

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	09/09/2010	09/09/2010

SERFF Tracking Number: PRUD-126802724 State: Arkansas  
Filing Company: Pruco Life Insurance Company State Tracking Number: 46724  
Company Tracking Number: HIGHEST DAILY LIFETIME INCOME BENEFIT  
TOI: A02.11 Individual Annuities- Deferred Non- Sub-TOI: A02.11.002 Flexible Premium  
Variable and Variable  
Product Name: Highest Daily Lifetime Income benefit  
Project Name/Number: Highest Daily Lifetime Income benefit /Highest Daily Lifetime Income benefit

## Disposition

Disposition Date: 09/09/2010

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

