

SERFF Tracking Number: LCNC-126948820 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 47537
Company Tracking Number: 2047568, 2047592, 2047610, 2047585
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/2047568, 2047592, 2047610, 2047585

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials SERFF Tr Num: LCNC-126948820 State: Arkansas

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Filed-Closed State Tr Num: 47537

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: 2047568, 2047592, 2047610, 2047585 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler,
Harris Shearer

Author: Anabela Tavares

Disposition Date: 01/07/2011

Date Submitted: 12/15/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Lincoln MoneyGuard Reserve Plus Advertising Materials Status of Filing in Domicile: Authorized

Project Number: 2047568, 2047592, 2047610, 2047585

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 01/07/2011

State Status Changed: 01/07/2011

Deemer Date:

Created By: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

Form(s):

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2047568 – The cost of long-term care - Brochure
2047592 - Lincoln MoneyGuard® Reserve Plus – Client Guide to paying for long-term care.
2047610 – Lincoln MoneyGuard® Reserve Plus – Client Summary about paying for long-term care
2047585 – Lincoln MoneyGuard® Reserve Plus – Client Product Guide

Dear Sir or Madam:

Attached for your review and approval are the above-referenced advertising forms. These forms are new and do not replace any other form previously approved by your Department.

These advertisements will be used with base contract and riders LN870, LR870, LR871, LR872 and B10465F approved by the department on October 5, 2009 under SERFF number LCNC-126293409.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Company and Contact

Filing Contact Information

Anabela Tavares, Compliance Coordinator anabela.tavares@lfg.com
350 Church Street 860-466-2307 [Phone]
Hartford , CT 06103 860-466-1348 [FAX]

Filing Company Information

The Lincoln National Life Insurance Company CoCode: 65676 State of Domicile: Indiana
350 Church Street - MPM1 Group Code: 20 Company Type: Life
Hartford, CT 06103-1106 Group Name: State ID Number:
(860) 466-2899 ext. [Phone] FEIN Number: 35-0472300

Filing Fees

Fee Required? Yes
Fee Amount: \$200.00
Retaliatory? No
Fee Explanation:
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$200.00	12/15/2010	42984109

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/07/2011	01/07/2011

SERFF Tracking Number: LCNC-126948820 *State:* Arkansas
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Disposition

Disposition Date: 01/07/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	The cost of long-term care - Brochure	Filed	Yes
Form	Lincoln MoneyGuard Reserve Plus - Client Guide to paying for long-term care	Filed	Yes
Form	Lincoln MoneyGuard Reserve Plus - Client Summary about paying for long-term care	Filed	Yes
Form	Lincoln MoneyGuard Reserve Plus - Client Product Guide	Filed	Yes

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/07/2011	2047568	Advertising	The cost of long-term care - Brochure	Initial		0.000	2047568.pdf
Filed 01/07/2011	2047592	Advertising	Lincoln MoneyGuard Reserve Plus - Client Guide to paying for long-term care	Initial		0.000	2047592.pdf
Filed 01/07/2011	2047610	Advertising	Lincoln MoneyGuard Reserve Plus - Client Summary about paying for long-term care	Initial		0.000	2047610.pdf
Filed 01/07/2011	2047585	Advertising	Lincoln MoneyGuard Reserve Plus - Client Product Guide	Initial		0.000	2047585.pdf

...but what if she needs long-term care?

What is long-term care?

How much can it cost?

Can you protect yourself from the potential costs?

This brochure may be able to answer some of your questions.

The odds are that you will need long-term care **70%**

Statistics show that at least 70% of people over age 65 will require some long-term care services at some point in their lives.*



* DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724.



Lincoln
Financial Group®

Hello future.®

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LIFE
RETIREMENT
GROUP BENEFITS
ADVISE

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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www.LincolnFinancial.com

LCN1010-2047568
PRNT 12/10 Z01
Order code: MGR-LTC-BRC001

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Linked benefits life insurance policies are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on policy form LN870 and rider forms LR870, LR871, and endorsement form B10465F. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.**

The insurance policy and riders have limitations, exclusions, and/or reductions. Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not for use in New York.



Lincoln
Financial Group®

The cost of long-term care

Hello future.®



The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

The Lincoln National Life Insurance Company

Not a deposit	Not FDIC-insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

2047568



SHE'S LOOKING FORWARD TO A LONG RETIREMENT...

Long-term care is more than a nursing home

Long-term care is usually defined as personal or medical assistance with the Activities of Daily Living (ADLs), which include bathing, dressing, continence, eating, toileting, and transferring those who may require assistance because of weakness or medical apparatus.

ASSISTED LIVING. Assisted living provides help with bathing and dressing, medication reminders, and light housekeeping. It's designed to assist those with minimal needs to remain as independent as possible.

HOME CARE. Home care can include companions to assist with housekeeping, cooking, and shopping. It can also include medical care provided by registered or licensed practical nurses. Home care can be part-time or full-time, depending upon your needs.

ADULT DAY CARE. Provides social and health-related services during the day to frail, elderly, or disabled individuals in a community-based setting. Adult day care can offer relief for family members who are caregivers and is ideal for those who would benefit from a group setting outside the home.

NURSING HOME. Nursing home services are mostly for those who need more intensive medical care, such as wound care, rehabilitation, or help with respirators or ventilators. Nursing home care may be temporary or permanent.

The costs of long-term care

The national average costs in 2010 for various types of long-term care, based on research by LifePlans, Inc., are shown here. These costs may vary by region.

Long-term care service	Costs
Home health aide	\$20.27 per hour
Assisted living unit	\$3,369 per month
Nursing home/ semiprivate room	\$195 per day, or \$71,175 per year
Nursing home/ private room	\$216 per day, or \$78,840 per year

LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.



Paying for long-term care

Can you realistically protect your retirement assets and income while covering long-term care costs?

This chart compares common ways of paying for long-term care and common advantages and disadvantages of each.

Your own circumstances should be considered before choosing one or more of these options. Discuss them with your licensed insurance representative, who can provide more detailed information, including associated costs and fees as they pertain to each alternative.

Option	Advantages	Disadvantages
Personal savings CDs, mutual funds, individual stocks and bonds	You can obtain the type of long-term care you prefer.	You'll need to accurately estimate future costs of long-term care, and set aside enough money to cover those costs for several years.
Retirement income 401(k), 403(b), pension plan	If it will cover long-term care costs, you won't have to spend down your other assets.	It may not be enough to cover long-term care costs, especially if a married couple is living on one income and one spouse requires long-term care.
Long-term care insurance Specific medical expense coverage related to long-term care	You may not have to spend down your retirement assets.	<ul style="list-style-type: none"> • Ongoing premiums vary, depending on benefits and benefit periods. • If you never require long-term care, the premiums may not be returnable. • You may have to pay for care up front, then be reimbursed by the insurance company.
Linked or accelerated benefits life insurance Accelerates policy's death benefit to reimburse qualified long-term care expenses	<ul style="list-style-type: none"> • Some policies allow a one-time premium. • Some policies offer return of premium riders (for an additional cost).* • You could have more money to pay for long-term care than the actual premium paid. 	<ul style="list-style-type: none"> • Any loans, withdrawals, or benefits paid will reduce the amount of any premiums returned. • Returned premiums may have tax implications. • You may have to pay for care up front, then be reimbursed by the insurance company.

*Not available in all states.

What's the next step?

Be sure that you've done as much as you can to protect yourself should you need some type of long-term care in the future.

Take action now. Discuss your current situation and needs with your licensed insurance representative. Together, you can determine the best options for you.



FOR LIFE

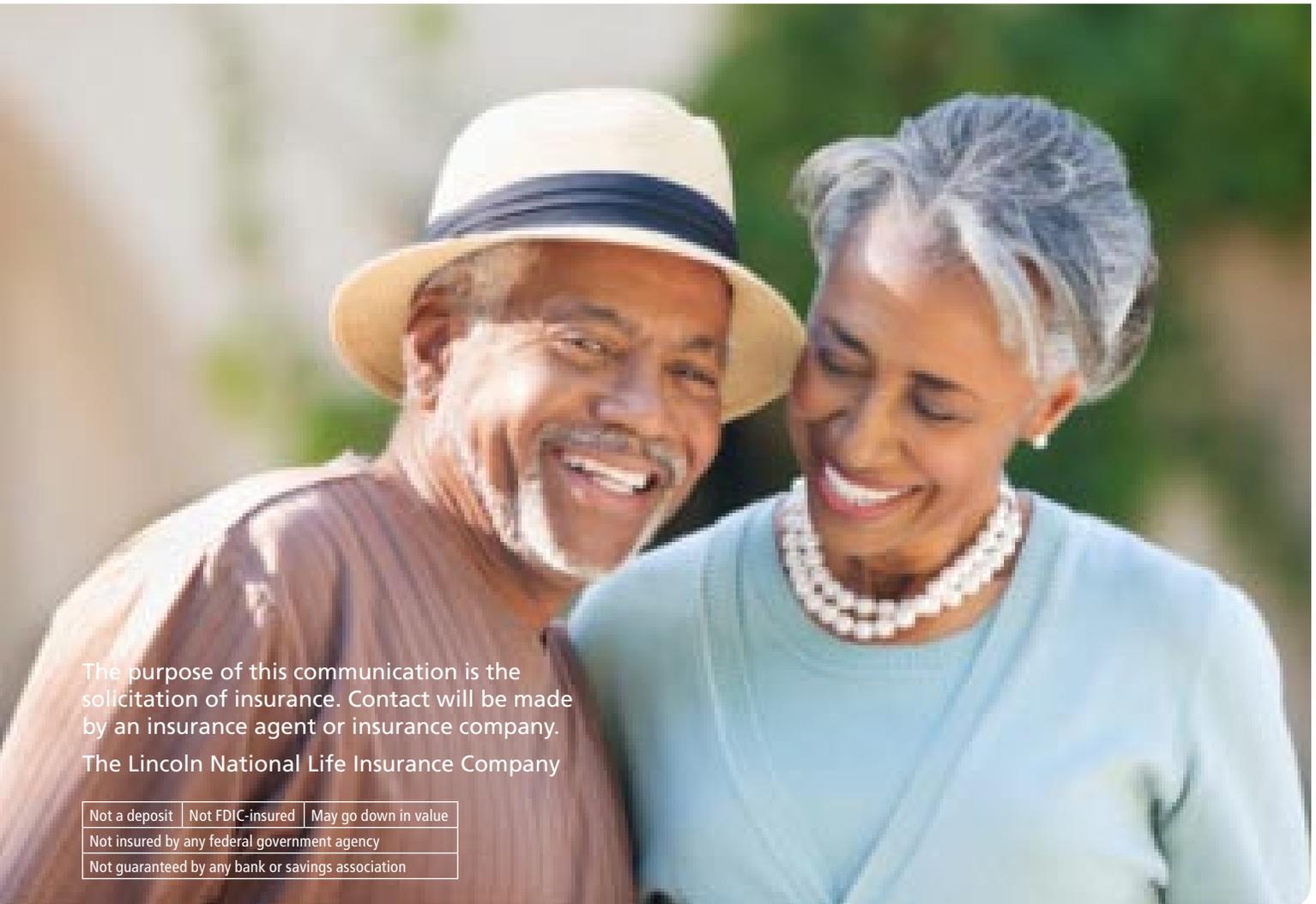
Universal Life Insurance

Lincoln *MoneyGuard*[®] Reserve Plus

A smarter alternative to self-insuringSM

Client Guide to paying for long-term care

Hello future.[®]



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The Lincoln National Life Insurance Company

Not a deposit	Not FDIC-insured	May go down in value
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Why preparing for long-term care makes sense

The odds are that you will need long-term care

70%



Statistics show that at least 70% of people over age 65 will require some long-term care services at some point in their lives.†

Think about the reasons why you'd want to plan ahead for long-term care expenses. You probably want to protect yourself and loved ones from having to make the difficult choices or rush decisions that individuals face when they haven't prepared. You may have expectations for your retirement lifestyle or the size of the legacy you'd like to pass along to the next generation. But what if you needed long-term care? Will the savings you've intended to cover expenses be sufficient, or will you need to spend down retirement or estate assets?

Consider the national average costs of long-term care in 2010.*

ASSISTED LIVING

\$3,369 per month, or \$40,428 per year

NURSING HOME

—Semiprivate room: \$195 per day, or \$71,175 per year

—Private room: \$216 per day, or \$78,840 per year

HOME HEALTH AIDE

\$20.27 per hour

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with optional long-term care benefit riders‡ issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN. Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs, helping to protect assets you've set aside for retirement. It offers a simple solution that makes sense for today and for tomorrow. Guarantees are backed by the claims-paying ability of **The Lincoln National Life Insurance Company**.

* LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.

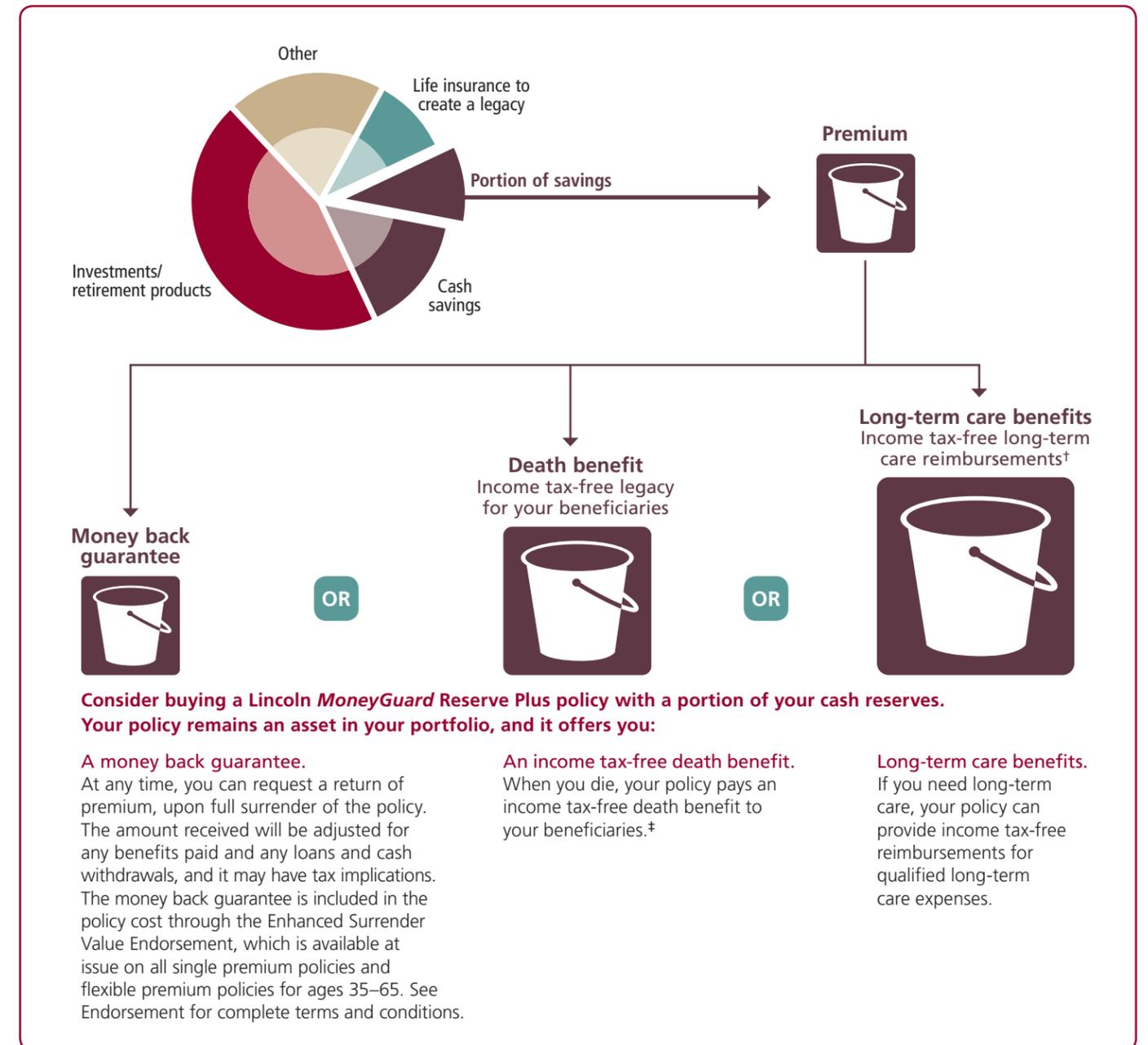
† DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724.

‡ Available at an additional cost.

Lincoln *MoneyGuard*® Reserve Plus

A smarter alternative to self-insuringSM

Most likely, you have savings set aside for emergencies, such as long-term care expenses. By using a portion of those savings to purchase a Lincoln *MoneyGuard* Reserve Plus policy, you get much more for your long-term care dollars and immediately increase the protection for the rest of your portfolio.



† Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).

‡ Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

How does Lincoln *MoneyGuard*[®] Reserve Plus work?

AVAILABLE
FOR ISSUE
AGES 35–80*

Choose from flexible and single premium options to meet your financial objectives. You can purchase a single premium policy, or select a flexible premium for a 3-, 5-, 7-, or 10-year period.¹

With Lincoln *MoneyGuard* Reserve Plus, you determine how long you'd like to receive benefits—any length of time from two to seven years.

That's because the product has a Convalescent Care Benefits Rider (CCBR),² which taps into the specified amount of death benefit to reimburse qualified long-term care expenses up to the monthly maximum benefit as indicated in your policy. You have a choice of either a two- or three-year CCBR duration. The policy's Extension of Benefits Rider (EOBR) allows you to continue taking long-term care benefits once the CCBR is exhausted. You can choose to extend benefits for either a two- or four-year duration at issue. The cost for the riders is deducted monthly from the policy cash value.

CCBR: draws on policy death benefits	+	EOBR: extends benefits after CCBR is exhausted	=	Total benefit period options
2 years		0 years		2 years
3 years		0 years		3 years
2 years		2 years		4 years
3 years		2 years		5 years
2 years		4 years		6 years
3 years		3 years		6 years
3 years		4 years		7 years



INFLATION OPTIONS AVAILABLE

Hedge against inflation. Consider adding inflation protection if:

- You're in your 50s.
- You're very healthy now.
- You want to help keep pace with rising prices over time.
- You want to have significantly more for your long-term care dollars in later years.

You can select one of three available inflation options

Simple	Compound
3%	3%
—	5%

*Ages 35–79 in Florida. Flexible premium policies available for issue ages 35–65.

¹ May not be available through all agents or brokers.

² State variations may apply.

Why Lincoln *MoneyGuard*[®] Reserve Plus?

No deductible or elimination period

Your cost of coverage can never increase

Unlike traditional long-term care insurance, which may be expensive and may have premium increases over time, the costs for your policy's long-term care benefits are set at issue and will never change.

You gain the power to get more for your long-term care dollar

Experience multiple times the leverage for your long-term care dollar. You'll find that your long-term care benefits are much greater than your premium outlay.

Opportunity of tax advantages

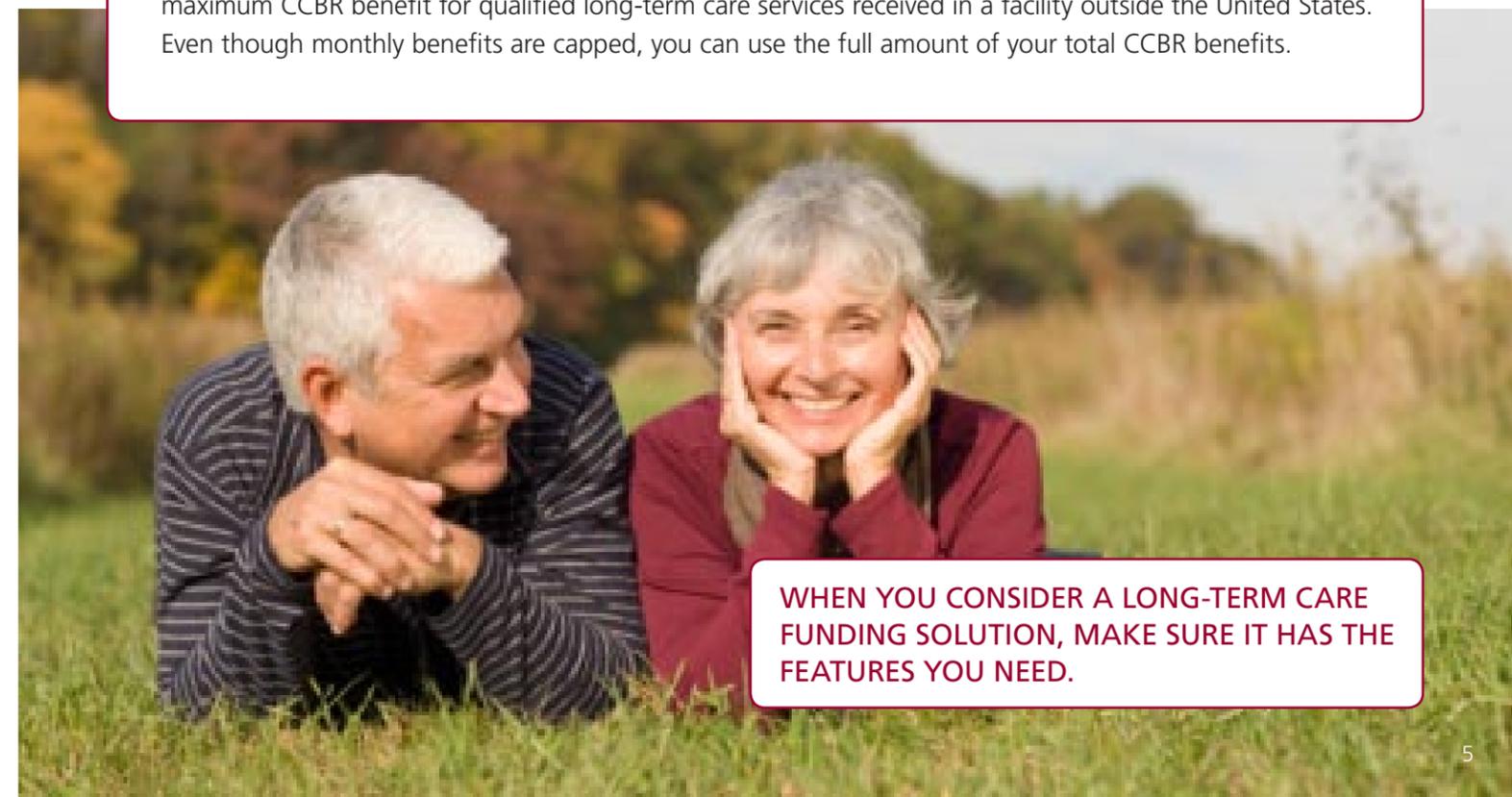
Your long-term care benefits are intended to be income tax-free. Your policy provides an income tax-free death benefit if you don't need long-term care.

Choice of care setting

The decision is yours—from home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care and alternative care services. Your qualified long-term care expenses can be reimbursed up to your monthly maximum benefit for all levels of care.

International benefits

You can access your CCBR benefits while living abroad. Your policy provides up to 50% of the monthly maximum CCBR benefit for qualified long-term care services received in a facility outside the United States. Even though monthly benefits are capped, you can use the full amount of your total CCBR benefits.



WHEN YOU CONSIDER A LONG-TERM CARE FUNDING SOLUTION, MAKE SURE IT HAS THE FEATURES YOU NEED.

Lincoln MoneyGuard® Reserve Plus in action

Lincoln MoneyGuard Reserve Plus can reimburse you for qualified long-term care expenses while helping to protect your assets.

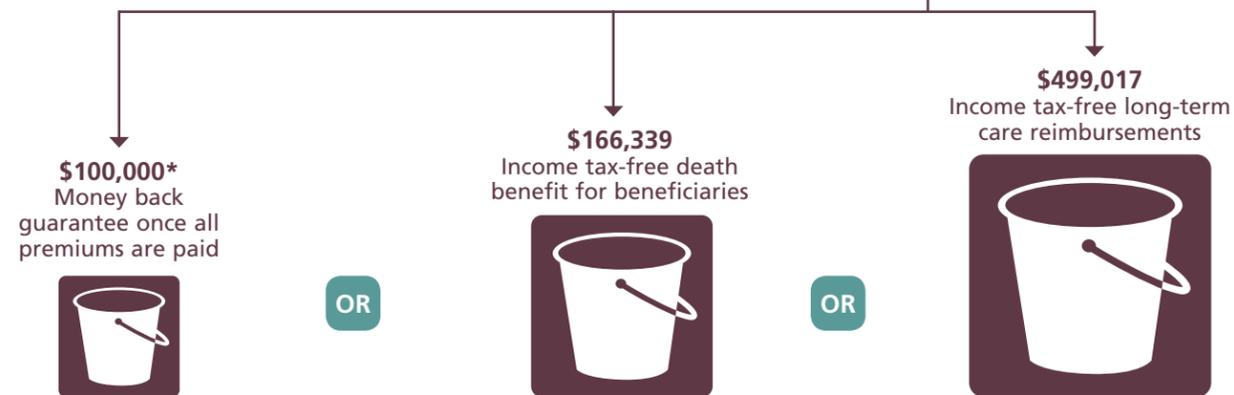
The following are hypothetical examples. Benefit amounts vary by health status, age and gender (except in MT, where gender does not affect rates or benefits). Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

EXAMPLE 1: LONG-TERM CARE NOW

Nancy, age 65, is a nonsmoker in good health. She is retired and concerned that she may need long-term care within the next few years. Nancy has money in her portfolio set aside to cover any long-term care expenses. Her licensed insurance representative recommended that she purchase a \$100,000 single premium Lincoln MoneyGuard Reserve Plus policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR), which will provide up to six years of long-term care benefits.



\$100,000 Premium



*Minus any benefits paid, loans, and cash withdrawals.

Three possibilities with Lincoln MoneyGuard Reserve Plus

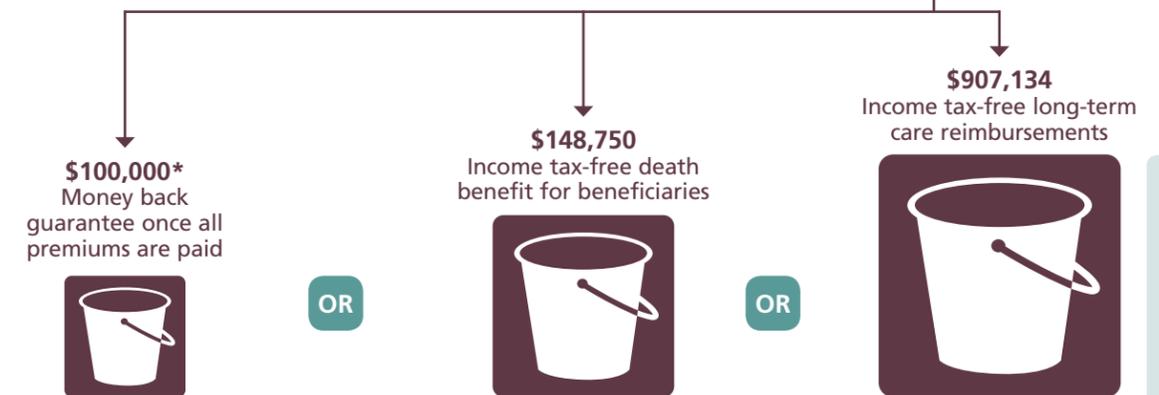
- If Nancy changes her mind**
 - She can request a return of her \$100,000 premium.[†] The money returned will be adjusted for any loans, cash withdrawals or benefits paid and may have tax implications.
- OR**
- If Nancy never needs long-term care**
 - Her policy provides a \$166,339 income tax-free death benefit.
 - If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or cash withdrawals.
- OR**
- If Nancy needs long-term care**
 - She can receive up to \$499,017 of income tax-free reimbursements for qualified long-term care expenses.
 - Her maximum available benefit is \$83,170 per year for six years (\$6,931 per month).

EXAMPLE 2: LONG-TERM CARE LATER

Dan is 50. He's in good health, doesn't smoke, and does not expect to need long-term care for some time. Because his father needed long-term care, he knows how expensive and stressful it can be for a family. Dan wants it to be easier for his children. His licensed insurance representative recommended that he purchase a \$100,000 single premium Lincoln MoneyGuard Reserve Plus policy with a two-year CCBR and a four-year EOBR. To keep pace with tomorrow's rising costs, he's adding a 3% compound inflation option.



\$100,000 Premium



*Minus any benefits paid, loans, and cash withdrawals.

Three possibilities with Lincoln MoneyGuard Reserve Plus

- If Dan changes his mind**
 - If Dan changes his mind, he can request a return of his \$100,000 premium because his policy has a money back guarantee.[†] The amount returned will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications.
- OR**
- If Dan never needs long-term care**
 - An income tax-free death benefit of \$148,750 for his beneficiaries if Dan never needs long-term care.
- OR**
- If Dan needs long-term care**
 - If Dan needs long-term care, at age 75 he can receive up to \$907,134 of income tax-free reimbursements for qualified long-term care expenses. This is more than nine times his initial premium and can help him keep pace with inflation.
 - Long-term care benefit amounts will be lower if any benefits are paid before age 75.

At age 75, his total long-term care benefit will be \$907,134, which is a maximum monthly benefit of \$12,599 available for six years. His benefits will continue to grow each policy anniversary.

[†] Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

The values of benefits shown in these hypothetical examples may vary. Please request a personalized projection of values from your licensed insurance representative.



HELPING YOU FACE YOUR FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. We provide advice and solutions to help people save for tomorrow, secure and maximize their income, protect themselves and their loved ones, and prepare for the unexpected.

Hello future.®

INCOME
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GROUP BENEFITS
ADVICE

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Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln *MoneyGuard*® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy

Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

General exclusions and limitations

The LTC riders will not provide benefits for: care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders (this exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of dementia); treatment for alcoholism or drug addiction (unless the drug addiction is a result of medication taken in doses as prescribed by a physician); treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury; treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws; confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision; services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

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May go down in value

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LCN1010-2047592

PRINT 12/10 Z01

Order code: MGR-OVR-BRC001

Why Lincoln MoneyGuard® Reserve Plus?

No deductible or elimination period

Your cost of coverage can never increase

Unlike traditional long-term care insurance, which may be expensive and may have premium increases over time, the costs for your policy's long-term care benefits are set at issue and will never change.

You gain the power to get more for your long-term care dollar

Experience multiple times the leverage for your long-term care dollar. You'll find that your long-term care benefits are much greater than your premium outlay.

Opportunity of tax advantages

Your long-term care benefits are intended to be income tax-free. Your policy provides an income tax-free death benefit if you don't need long-term care.

Choice of care setting

The decision is yours—from home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care and alternative care services. Your qualified long-term care expenses can be reimbursed up to your monthly maximum benefit for all levels of care.

International benefits

You can access your CCBR benefits while living abroad. Your policy provides up to 50% of the monthly maximum CCBR benefit for qualified long-term care services received in a facility outside the United States, its territories and possessions. Even though monthly benefits are capped, you can use the full amount of your total CCBR benefits.

WHEN YOU CONSIDER A LONG-TERM CARE FUNDING SOLUTION, MAKE SURE IT HAS THE FEATURES YOU NEED.



HELPING YOU FACE YOUR FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. We provide advice and solutions to help people save for tomorrow, secure and maximize their income, protect themselves and their loved ones, and prepare for the unexpected.

Hello future.®

INCOME
LIFE
RETIREMENT
GROUP BENEFITS
ADVICE

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Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including The Lincoln National Life Insurance Company, Fort Wayne, IN, and in New York, Lincoln Life & Annuity Company of New York, Syracuse, NY. Variable products distributed by broker/dealer-affiliate Lincoln Financial Distributors, Inc., Radnor, PA. Investment advisory services offered through other affiliates. Affiliates are separately responsible for their own financial and contractual obligations.

Lincoln MoneyGuard® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln MoneyGuard® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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PRNT 12/10 Z01
Order code: MGR-TRI-BRC001



Lincoln MoneyGuard® Reserve Plus

A smarter alternative to self-insuringSM

Client Summary about paying for long-term care

Hello future.®



Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

General exclusions and limitations

The LTC riders will not provide benefits for: care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders (this exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of dementia); treatment for alcoholism or drug addiction (unless the drug addiction is a result of medication taken in doses as prescribed by a physician); treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury; treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws; confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision; services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

Why preparing for long-term care makes sense

The odds are that you will need long-term care

70%



Statistics show that at least 70% of people over age 65 will require some long-term care services at some point in their lives.†

Think about the reasons why you'd want to plan ahead for long-term care expenses. You probably want to protect yourself and loved ones from having to make the difficult choices or rush decisions that individuals face when they haven't prepared. You may have expectations for your retirement lifestyle or the size of the legacy you'd like to pass along to the next generation. But what if you needed long-term care? Will the savings you've intended to cover expenses be sufficient, or will you need to spend down retirement or estate assets?

Consider the national average costs of long-term care in 2010.*

ASSISTED LIVING

\$3,369 per month, or \$40,428 per year

NURSING HOME

—Semiprivate room: \$195 per day, or \$71,175 per year
—Private room: \$216 per day, or \$78,840 per year

HOME HEALTH AIDE

\$20.27 per hour

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with optional long-term care benefit riders‡ issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN. Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs, helping to protect assets you've set aside for retirement. It offers a simple solution that makes sense for today and for tomorrow. Guarantees are backed by the claims-paying ability of **The Lincoln National Life Insurance Company**.

* LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.

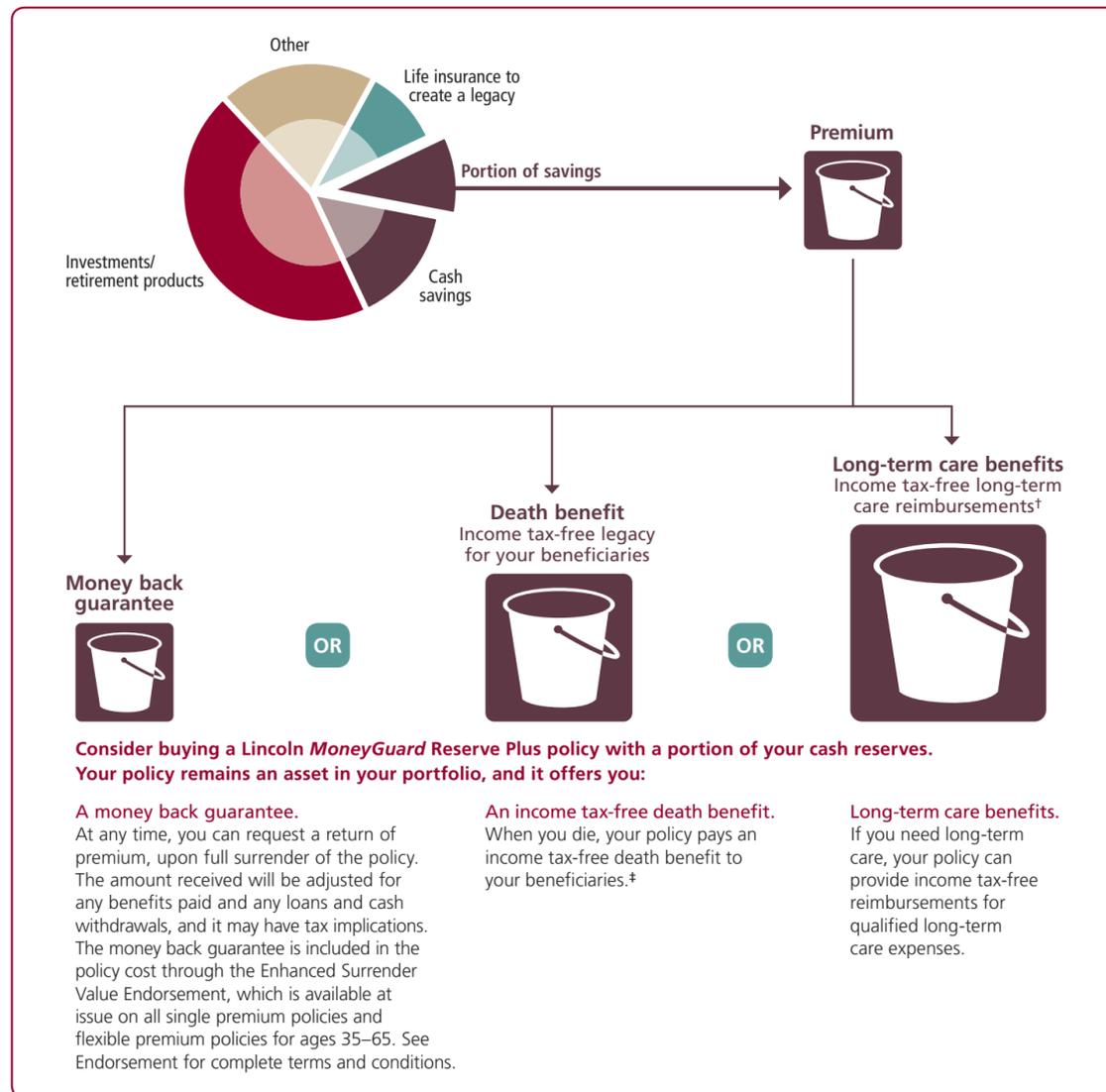
† DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724.

‡ Available at an additional cost.

Lincoln *MoneyGuard*® Reserve Plus

A smarter alternative to self-insuringSM

Most likely, you have savings set aside for emergencies, such as long-term care expenses. By using a portion of those savings to purchase a Lincoln *MoneyGuard* Reserve Plus policy, you get much more for your long-term care dollars and immediately increase the protection for the rest of your portfolio.



† Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).

‡ Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

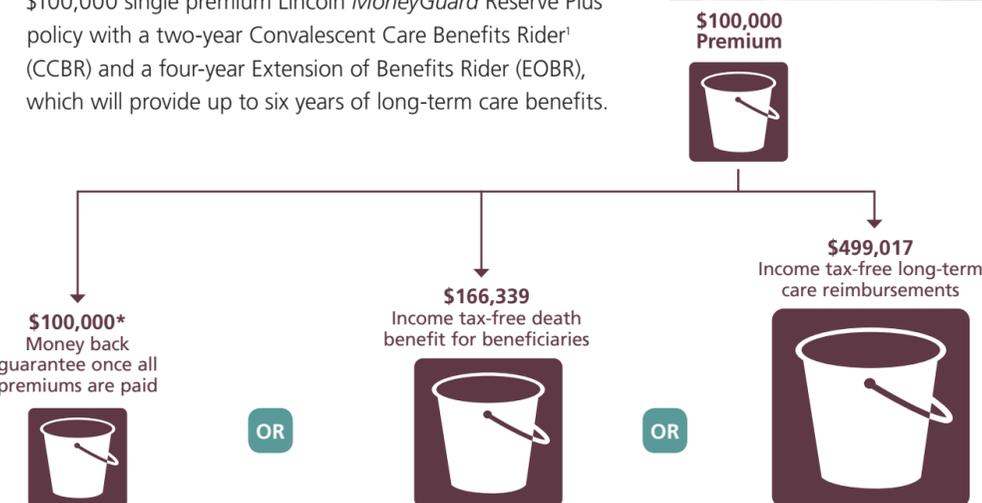
Lincoln *MoneyGuard*® Reserve Plus in action

Lincoln *MoneyGuard* Reserve Plus can reimburse you for qualified long-term care expenses while helping to protect your assets. Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

The following is a hypothetical example. Benefits vary by health status, age and gender (except in MT, where gender does not affect rates or benefits).

EXAMPLE: LONG-TERM CARE NOW

Nancy, age 65, is a nonsmoker in good health. She is retired and concerned that she may need long-term care within the next few years. Nancy has money in her portfolio set aside to cover any long-term care expenses. Her licensed insurance representative recommended that she purchase a \$100,000 single premium Lincoln *MoneyGuard* Reserve Plus policy with a two-year Convalescent Care Benefits Rider¹ (CCBR) and a four-year Extension of Benefits Rider (EOBR), which will provide up to six years of long-term care benefits.



*Minus any benefits paid, loans, and cash withdrawals.

Three possibilities with Lincoln *MoneyGuard* Reserve Plus

- If Nancy changes her mind**
 - She can request a return of her \$100,000 premium.² The money returned will be adjusted for any loans, cash withdrawals or benefits paid and may have tax implications.
- OR**
- If Nancy never needs long-term care**
 - Her policy provides a \$166,339 income tax-free death benefit.
 - If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or cash withdrawals.
- OR**
- If Nancy needs long-term care**
 - She can receive up to \$499,017 of income tax-free reimbursements for qualified long-term care expenses.
 - Her maximum available benefit is \$83,170 per year for six years (\$6,931 per month).

¹ State variations may apply.

² Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

The values of benefits shown in the hypothetical example may vary. Please request a personalized projection of values from your licensed insurance representative.



Lincoln
Financial GroupSM

FOR LIFE

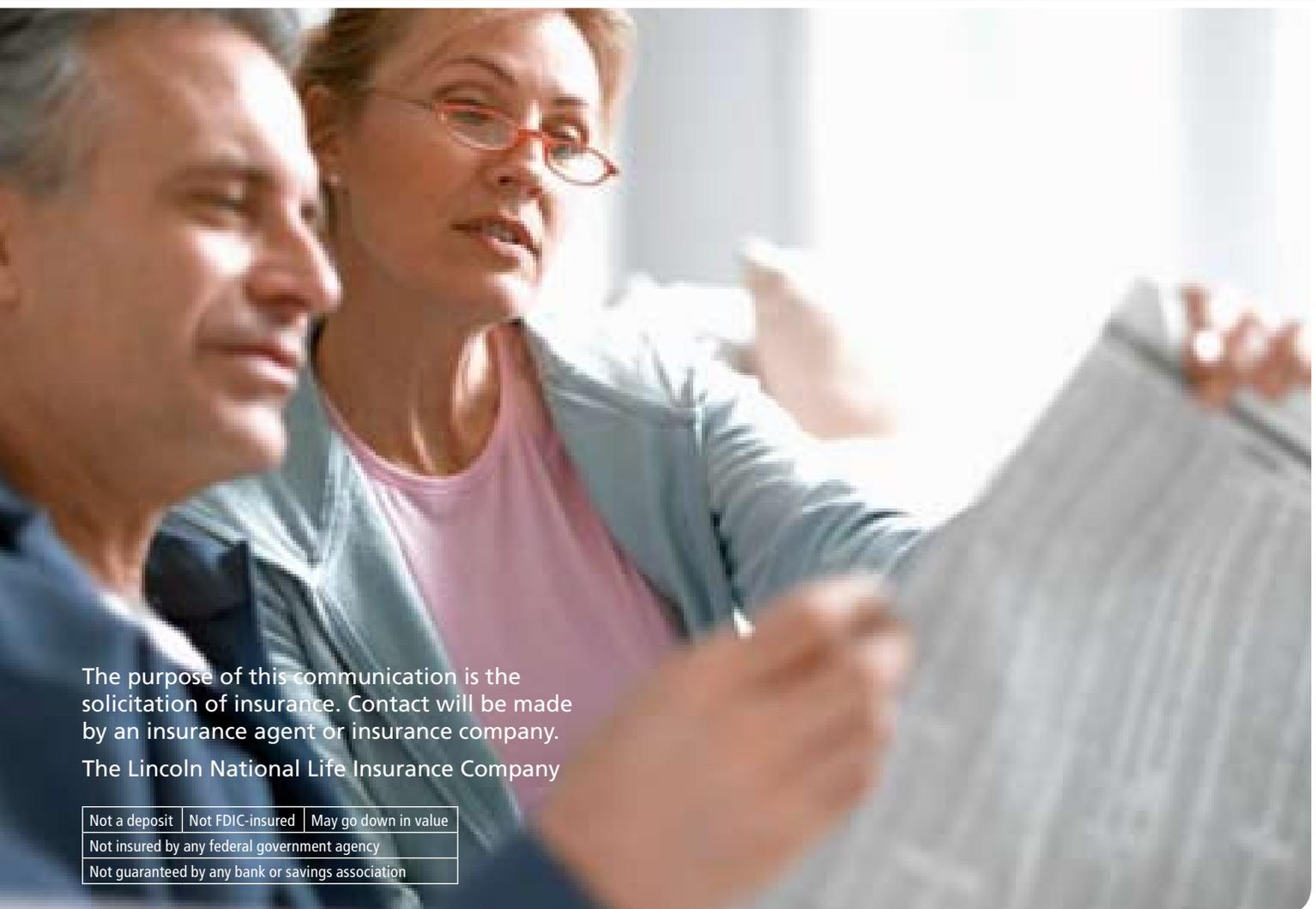
Universal Life Insurance

Lincoln *MoneyGuard*[®] Reserve Plus

Paying for long-term care

Client Product Guide

Hello future.[®]



The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.
The Lincoln National Life Insurance Company

Not a deposit	Not FDIC-insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

The information you need about Lincoln *MoneyGuard*[®] Reserve Plus

Lincoln *MoneyGuard* Reserve Plus is a universal life insurance policy with optional long-term care benefit riders¹ issued by **The Lincoln National Life Insurance Company** that offers you:

- Tax-advantaged long-term care benefits and more leverage for your long-term care dollars
- An income tax-free death benefit
- A money back guarantee²

Contents

The information you need about Lincoln <i>MoneyGuard</i> Reserve Plus . . .	2
Key benefits	3
Eligibility for long-term care benefits	5
Qualified long-term care services	6
Important facts about your policy	8
Federal tax information	9
Lincoln <i>MoneyGuard</i> Reserve Plus commonly asked questions	11



Products and features—including benefits, exclusions, limitations, terms, and definitions—may vary by state. Your licensed insurance representative will provide you with an Outline of Coverage that is specific to your state.

Key benefits

Income tax-free long-term care benefits

Benefits are generally paid income tax-free under IRC Section 104(a)(3).

If you need long-term care and have met eligibility requirements, the specified amount of death benefit is accelerated to pay for covered expenses up to a monthly maximum benefit amount. The acceleration of benefits is provided under the Convalescent Care Benefit Rider (CCBR).³

At issue you can purchase additional coverage to continue your long-term care benefit payments for covered expenses after your initial specified amount of death benefit is exhausted. The Extension of Benefits Rider (EOBR) provides you with these benefits for a specified time period. Long-term care coverage will continue as long as you remain eligible or until your entire long-term care benefit is exhausted.

Lifetime money back guarantee

If you change your mind, your policy provides a money back guarantee through the Enhanced Surrender Value Endorsement available at issue on all single premium policies and flexible premium policies for ages 35–65. The sum of your premium payments (Enhanced Surrender Value Threshold) can be returned to you, reduced by any loans, withdrawals, and benefits paid. A portion of the money you receive back may have tax implications.

Income tax-free death benefit

If you never need long-term care, a death benefit is paid to your beneficiaries, income tax-free under IRC Section 101(a)(1).

If your entire specified amount of death benefit has been used to pay for long-term care, your beneficiaries receive a residual death benefit. At the time you purchase the policy, the benefit is equal to 10% of your initial specified amount of death benefit and will be adjusted for loans, withdrawals, and policy loan repayments. The greater of either the unused specified amount of death benefit or the residual death benefit will pass to your beneficiary without the delay of probate—provided your estate is not your beneficiary.

Lifetime benefit guarantees

Benefits are guaranteed and backed by the claims-paying ability of The Lincoln National Life Insurance Company. Any loans and withdrawals may jeopardize your policy performance and guarantees, and have tax implications.

Interest credits and tax-deferred growth

Your policy is guaranteed a 4% interest rate and grows tax-deferred.

No deductible or elimination period

¹Available at an additional cost.

²Through the Enhanced Surrender Value Endorsement available at issue on all single premium policies and flexible premium policies for ages 35–65.

³State variations may apply.

Key benefits, cont'd.

Optional inflation protection

At issue, you can purchase simple or compound inflation protection that will increase your long-term care benefits.

You must buy the same inflation protection option for the Convalescent Care Benefits Rider (CCBR) and the Extension of Benefits Rider (EOBR). Inflation protection is subject to state availability.

Simple	3%	Compound	3%	Compound	5%
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Simple increases

On each policy anniversary, the monthly maximum benefit will increase by 3% of the initial monthly maximum. For example:

First anniversary. If the monthly maximum benefit at the time of purchase was \$4,500, it will increase by 3%, or \$135, beginning on the first anniversary date. The new monthly maximum benefit would be \$4,635.

Second anniversary. The \$4,635 benefit increases by \$135, for a monthly maximum benefit of \$4,770. The monthly maximum benefit will continue to increase by \$135 on every policy anniversary.

Compound increases

On each policy anniversary, the monthly maximum benefit will increase by 3% or 5% (depending on option chosen) of the prior year's amount. For example, using 3% compound interest:

First anniversary. If the monthly maximum benefit is \$4,500, it will increase by 3%, or \$135, on the first policy anniversary date. The new monthly maximum benefit is \$4,635.

Second anniversary. The \$4,635 benefit will increase by 3%, or \$139.05, for a monthly maximum benefit of \$4,774.05.

Eligibility for long-term care benefits

Coverage requirements

Your policy will pay for qualified long-term care services if a physician* certifies that you are chronically ill, (see “Chronic illness,” below) and care is provided under a care plan prescribed by your physician.*

You’ll be reimbursed for covered expenses up to the maximum benefit specified in your policy.

Your long-term care benefits will continue as long as you are chronically ill, until your entire CCBR benefit plus any benefits provided by the EOBR is exhausted.

Chronic illness

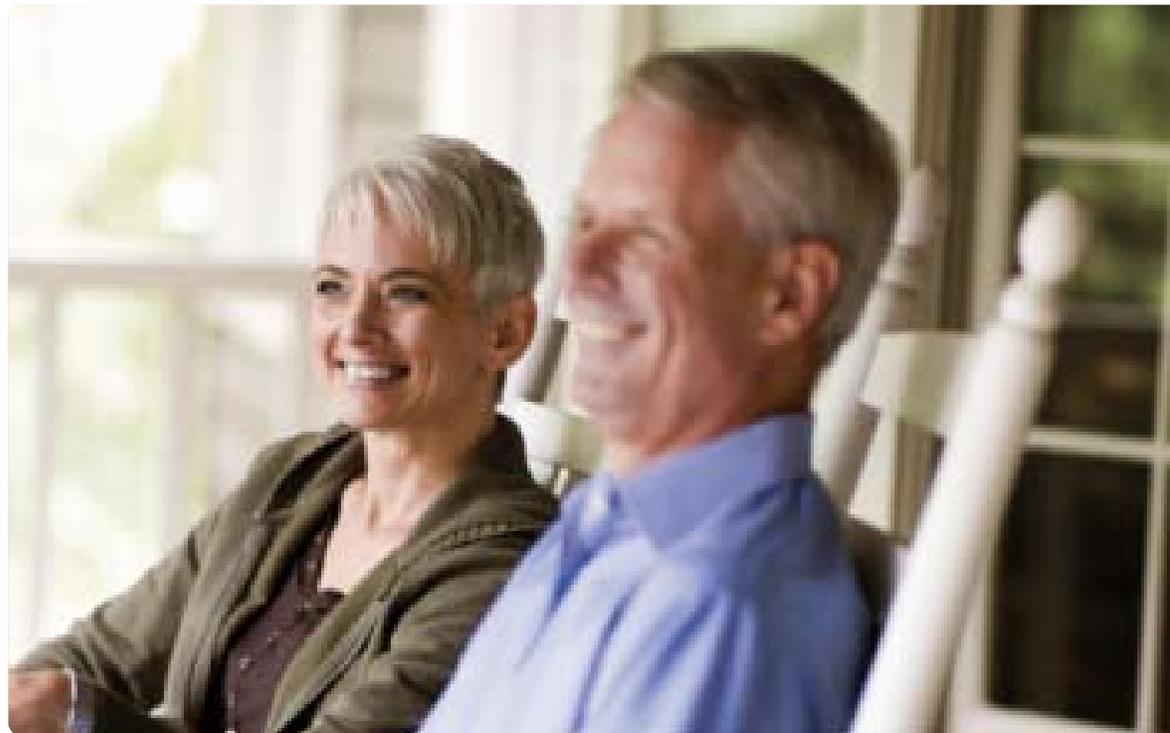
A chronically ill person is any individual who has been certified within the preceding 12 months by the attending physician* as being unable to perform, without substantial assistance from another individual, at least two activities of daily living (ADLs) for a period of at least 90 days as a result of loss of functional capacity. The ADLs are bathing, continence, dressing, eating, toileting, and transferring.

You are also considered chronically ill if, within the preceding 12 months, you have been certified by a physician* as requiring substantial supervision to protect you from threats to health and safety caused by severe cognitive impairment—for example, as a result of Alzheimer’s disease or similar forms of mental capacity loss.

Prior hospitalization is not required. Care must be provided under a plan of care prescribed by your physician.* Your chronic illness and care plan must be reconfirmed at least once every 12 months for as long as care is required. Lincoln may periodically review the extent of your eligibility.

Alzheimer’s disease and senility dementia

Your policy covers Alzheimer’s disease and similar forms of mental capacity loss. Once you have qualified for a policy, your claim cannot be denied because of these conditions.



*Licensed healthcare practitioner in some states, including Florida and Louisiana.

Qualified long-term care services

Policy coverage	<p>Your policy covers qualified long-term care services, which are necessary diagnostic, preventative, therapeutic, curing, treating, mitigating, rehabilitative, maintenance, or other personal care services provided under a plan of care prescribed by your physician.*</p> <p>Your benefits will continue as long as you remain chronically ill, until your entire long-term care benefit is exhausted.</p>
Nursing home benefits	<p>If you are admitted as an overnight resident patient to any state-licensed nursing home, your policy will reimburse you for all covered expenses.</p> <p>All levels of care—skilled, intermediate, and custodial—are covered and are subject to the monthly maximum benefit.</p>
Assisted living facility benefits	<p>If you need maintenance, personal care services, or protective oversight on a daily basis that can be provided by an assisted living facility, the policy will reimburse the expense incurred while you are confined in a facility, but not to exceed the monthly maximum benefit.</p>
International benefits provision	<p>If you are confined to a nursing home or assisted living facility outside the United States, its territories, or its possessions, benefits under the CCBP will still be available to you. Such benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBP benefit limit may be used for this purpose.</p>
Bed reservation benefit	<p>If, while you are a resident of a nursing home and receiving benefit payments, you must temporarily leave for any reason other than discharge, the policy will reimburse the expense you incur to reserve (or to hold) your bed in the nursing home. This includes, but is not limited to, a hospital stay or spending holidays or other time with family.</p> <p>The policy will pay up to 1/30 of the monthly maximum benefit for each day the bed is reserved for you for up to 30 days during each calendar year.</p>
Home healthcare benefits	<p>If you are chronically ill, your policy will reimburse the costs of skilled nursing or other professional services from a home healthcare agency.</p> <p>Covered services include but are not limited to:</p> <ul style="list-style-type: none">• Part-time intermittent skilled nursing services• Home health aide services• Physical therapy• Occupational therapy• Chemotherapy• Speech therapy• Audiology services• Medical social services by a social worker
Adult day-care services	<p>If you require only part-time long-term care, your policy will reimburse the costs of health, social, and related support services at an adult day-care program (serving six or more individuals) up to the monthly maximum benefit.</p>
Respite care	<p>Short-term care services provided in a facility, your home, or a community-based program to relieve your primary caregiver can be reimbursed up to 1/30 of the monthly maximum benefit for up to 21 days in each calendar year.</p>
Caregiver training	<p>Your policy will reimburse up to a lifetime maximum benefit of \$500 to provide a primary caregiver with the knowledge and skills to care for you when chronically ill.</p>

*Licensed healthcare practitioner in some states, including Florida and Louisiana.

Care planning	Your policy will reimburse the expense incurred for care plan services provided by a care planning agency under the direction of a physician.*
Alternative care services	If you need services that aren't specifically covered, the policy will reimburse for long-term care prescribed under a plan of care agreed to by your physician* and Lincoln, to the extent that these are qualified long-term care services.
Hospice services	Your policy provides benefits to reimburse for palliative care to alleviate the physical, emotional, social, and spiritual discomforts when you are in the terminal phase of life. These services include supportive care given to the primary caregiver and your immediate family.
Personal care services	Your policy provides benefits if you require services provided at your place of residence, outside of a hospital, nursing home, or assisted living facility, to assist you with the activities of daily living, including: <ul style="list-style-type: none"> • Using a telephone • Managing medications • Moving about outside • Shopping for essentials • Laundry • Housekeeping
Non-continual care services	Your policy will reimburse expenses for services that are received on a one-time basis, such as durable medical equipment or modifications to your residence to accommodate a wheelchair or other device. This benefit is limited to no more than one claim per calendar year and cannot exceed the monthly maximum benefit.
Exclusions and limitations	<p>The long-term care riders do not provide benefits for the following:</p> <ul style="list-style-type: none"> • Care provided in facilities operated primarily for the treatment of mental or nervous disorders, except for Alzheimer's disease or similar forms of dementia • Treatment for alcoholism or drug addiction (unless the addiction is a result of medication taken in doses prescribed by a physician)* • Treatment arising out of an attempt (while sane) at suicide or an intentionally self-inflicted injury • Treatment provided in a Veterans Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services, or otherwise required by law • Loss to the extent that benefits are payable under Medicare, other government programs (excluding Medicaid), worker's compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws • Confinement or care received outside the United States, its territories, or its possessions, other than benefits for nursing home care or assisted living facility benefits as described in the CCBR's International Benefits provision • Services provided by ineligible facilities or providers, except as provided as alternative care services • Services provided by a member of the Insured's Immediate Family or services that would not incur any charge in the absence of insurance <p>Preexisting conditions disclosed on your application will be covered after your policy is issued. A preexisting condition is a condition for which you were diagnosed or received treatment prior to the effective date of your policy.</p>

*Licensed healthcare practitioner in some states, including Florida and Louisiana.

Important facts about your policy

Monthly insurance costs

Each month the insurance costs for your life and long-term care benefits are deducted from the policy cash value.

Cash withdrawals and policy loans

The death benefit will be reduced if any cash withdrawals or loans are taken. The residual death benefit, if available, will also be reduced. Cash withdrawals and loans may be taxable. Consult with your tax advisor for information about your specific situation. Taking loans or cash withdrawals may jeopardize your policy's performance and guarantees.

Total surrender

Your policy has a surrender charge, which reduces to zero over 10 years. Please see your personalized projection of values for actual costs. If you totally surrender your policy while the Enhanced Surrender Value Endorsement is in effect, a surrender charge will be incurred only if the policy value at the time of surrender is greater than the sum of premiums paid.



Federal tax information

Qualified Long-Term Care Insurance

The Health Insurance Portability and Accountability Act defines federal tax treatment of insurance policies that provide long-term care coverage. Policies that meet certain criteria are designated as “qualified long-term care insurance” and will receive certain tax incentives: The charges taken from the cash value of the life insurance contract to fund the rider benefits are excluded from taxable income, and long-term care benefits received will not be reported as taxable income.

This policy is intended to meet the criteria for Qualified Long-Term Care Insurance. Policies that are not recognized as Qualified Long-Term Care Insurance are treated differently. Premiums paid may not be itemized as a deductible medical expense, and long-term care benefits received may be reportable as taxable income; however, actual expenses for long-term care may be deductible.

Favorable tax treatment for Qualified Long-Term Care Insurance

This coverage, including the Extension of Benefits Rider, is intended to be recognized as Qualified Long-Term Care Insurance under federal law. The acceleration of life insurance benefits provided under the long-term care riders is intended to qualify for favorable tax treatment under Section 7702B(b) of the Internal Revenue Code.

For federal income tax purposes, the policy is considered to be a Qualified Long-Term Care Insurance contract. Note that your state insurance department does not in any way warrant that this coverage meets the requirements of Sec. 7702B(b) of the Internal Revenue Code.

Acceleration of life insurance benefits

The benefits are generally excludable from your income and not subject to federal taxation. Receiving accelerated life insurance benefits may also affect eligibility for you, your spouse, or your family for public assistance programs (e.g., Medicaid), Temporary Assistance for Needy Families (TANF), Supplementary Security Income (SSI), or drug assistance programs. Consult with a qualified tax advisor and social service agencies to determine the impact on public assistance eligibility.

Taxation of interest earnings

You pay no current income tax on the interest credited to your policy value.

Taxation of costs for CCBR and EOBR

The CCBR and EOBR are intended to provide qualified long-term care benefits under IRC Section 7702B(b). The costs for these riders are deducted monthly from the policy cash value and are federally treated as “distributions” from your Lincoln *MoneyGuard*® Reserve Plus policy. Lincoln will not report these distributions as taxable to you, even if your policy is a Modified Endowment Contract (MEC). Instead, the costs will reduce the investment in the contract (cost basis), but not below zero, as the costs are taken from your policy. Once the investment in the contract has been reduced to zero, distributions will come from any gain in the contract but will still not be reportable as taxable distributions.

A 10% penalty may apply if such a distribution is taxable and occurs prior to age 59½. Lincoln Financial Group, its affiliated companies, and its representatives/insurance agents do not provide legal or tax advice. Consult with your tax advisor to learn more about how this may apply to your specific situation.

Federal tax information, cont'd.

Tax-free exchanges

If you own cash value life insurance, you may be able to exchange your current policy, tax-free, for this policy.

Consider the advantages, disadvantages, and costs associated with an exchange. For example, your new policy could include a standard contestable period and surrender-charge schedule.

Ask your licensed insurance representative for additional information, including a detailed benefit comparison.

State laws and limitations

Benefits and provisions may vary by state. For details of coverage in your state, ask your representative/insurance agent for a detailed projection of values. With it, you will receive an Outline of Coverage, which describes the long-term care benefits, exclusions, limitations, costs, and terms regarding reductions of benefits and continuance of coverage.

All references to tax benefits are based on Lincoln's understanding of current tax laws and regulations. Please consult with your tax advisor for additional information.

Conditions, exclusions, and limitations

An adjustment to the policy's specified amount of death benefit will be made for any misstatement in age or gender of the Insured (except in Montana, where gender does not affect rates or benefits). Also, if the Insured commits suicide within two years from the date of issue, any death proceeds will be limited to the amount of premium paid less any loans or prior withdrawals.



Lincoln *MoneyGuard*® Reserve Plus commonly asked questions

How can I get more information about benefits and exclusions?

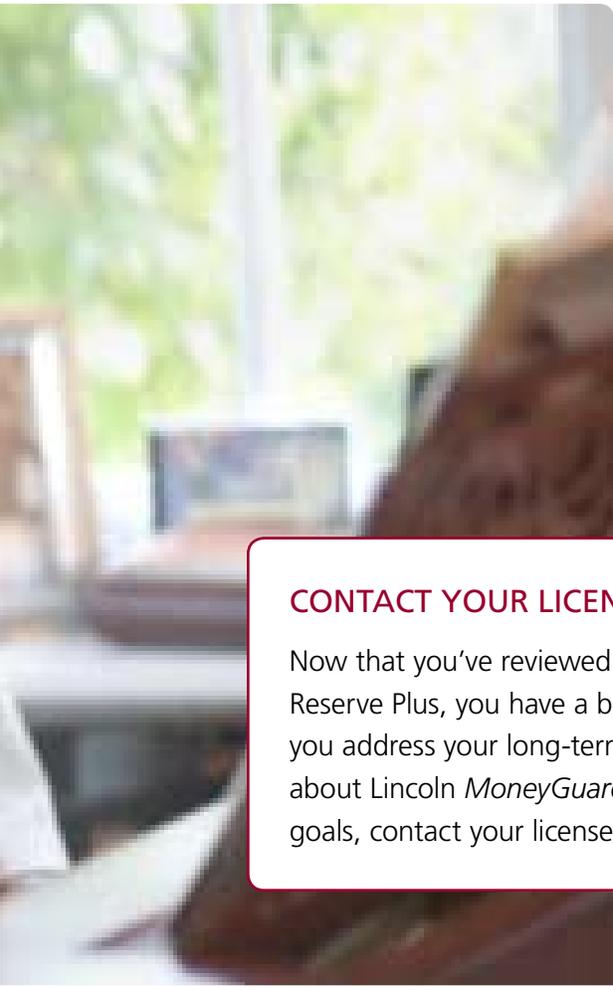
Ask your licensed insurance representative for a projection of values and an Outline of Coverage.

How long is the application process?

- Policy underwriting is usually completed within one week of receipt of all necessary medical information.
- Once approved, your new policy will be sent to your licensed insurance representative for delivery.

Is the information on my application confidential?

Lincoln considers your medical information private; therefore, it is held in the strictest confidence.



CONTACT YOUR LICENSED INSURANCE REPRESENTATIVE

Now that you've reviewed the details about Lincoln *MoneyGuard* Reserve Plus, you have a better understanding of how it can help you address your long-term care needs. For more information about Lincoln *MoneyGuard* Reserve Plus and planning to meet your goals, contact your licensed insurance representative.



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HELPING YOU FACE YOUR FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. We provide advice and solutions to help people save for tomorrow, secure and maximize their income, protect themselves and their loved ones, and prepare for the unexpected.

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Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including The Lincoln National Life Insurance Company, Fort Wayne, IN, and in New York, Lincoln Life & Annuity Company of New York, Syracuse, NY. Variable products distributed by broker/dealer-affiliate Lincoln Financial Distributors, Inc., Radnor, PA. Investment advisory services offered through other affiliates. Affiliates are separately responsible for their own financial and contractual obligations.

Lincoln *MoneyGuard*[®] Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that

accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. **Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company and are subject to policy terms and conditions.** The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln *MoneyGuard*[®] Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872. **Contractual obligations are backed by the claims-paying ability of The Lincoln National Life Insurance Company.**

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

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May go down in value

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Order code: MGR-PROD-BRC001