

SERFF Tracking Number: NALF-127830418 State: Arkansas
 Filing Company: Life Insurance Company of the Southwest State Tracking Number: 50419
 Company Tracking Number: 20047(0212)
 TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.103 External Indexed - Joint (Last Survivor)
 Adjustable Life
 Product Name: LSW SAR & ICSR (for use with LifeCycle) (Filing D)
 Project Name/Number: LSW SAR & ICSR (for use with LifeCycle)/20047(0212)

Filing at a Glance

Company: Life Insurance Company of the Southwest

Product Name: LSW SAR & ICSR (for use with SERFF Tr Num: NALF-127830418 State: Arkansas
 LifeCycle) (Filing D)

TOI: L09I Individual Life - Flexible Premium
 Adjustable Life

SERFF Status: Closed-Approved- State Tr Num: 50419
 Closed

Sub-TOI: L09I.103 External Indexed - Joint
 (Last Survivor)

Co Tr Num: 20047(0212) State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Susan Carey, Michelle
 Goodwin, Susan Sawyer

Disposition Date: 12/13/2011

Date Submitted: 12/07/2011

Disposition Status: Approved-
 Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: LSW SAR & ICSR (for use with LifeCycle)

Status of Filing in Domicile: Pending

Project Number: 20047(0212)

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: 12/13/2011

State Status Changed: 12/13/2011

Deemer Date:

Created By: Michelle Goodwin

Submitted By: Susan Sawyer

Corresponding Filing Tracking Number:

Filing Description:

Life Insurance Company of the Southwest

NAIC No. 0634-65528

Form Numbers:

20047(0212), Systematic Allocation Rider

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20055(0212), Interest Crediting Strategies Rider

Today we are submitting two new riders to be used with our Flexible Premium Adjustable Benefit Survivorship Life Insurance Policies, Forms 8935AR(0511) and 8936AR(0511), approved on April 5, 2011, under SERFF Tracking NALF-127066694.

A new Indexed Strategy feature is being presented today for use with the above product and is described below.

Systematic Allocation Rider, Form 20047(0212)

This is a new rider to our portfolio and will not replace any currently approved rider. The Systematic Allocation is a feature that allows premiums paid into the policy to be transferred automatically into an account that is specifically designated for Systematic Allocation use. This feature is intended to serve the purpose of allowing large premium amounts to be invested in smaller fixed dollar increments on a regular basis. The Owner may elect Systematic Allocations at or after issue of the policy. The Company must receive a completed allocation schedule that will show which strategies the Owner would like to participate in as well as show that the Owner has elected the Systematic Allocation option.

Interest Crediting Strategies Rider, Form 20055(0212)

This is a new rider to our portfolio and will not replace any currently approved rider. This rider describes the elements and methods used in calculating Indexed Strategies for each Indexed Segment of an individual flexible premium adjustable benefit life insurance policy with index-linked interest options.

New Indexed Strategy

The new Indexed Strategy will become the fifth Indexed Strategy available for use with this product. This new strategy uses an index that is new to our portfolio, the MSCI Emerging Markets Index. The indexed strategies appear on the base policy's data sections, which are included with this submission.

We are concurrently making a similar filing for our associate company, National Life Insurance Company.

Also included with this submission are the following materials:

- Data Pages in support of the submitted forms
- Statement of Variability
- Actuarial Memorandum in support of the submitted forms
- Any required certifications and/or checklists

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Company and Contact

Filing Contact Information

Michelle Goodwin, Policy Forms Analyst MGoodwin@Nationallife.com
 One National Life Drive 802-229-7441 [Phone]
 Montpelier, VT 05604 802-229-3743 [FAX]

Filing Company Information

Life Insurance Company of the Southwest CoCode: 65528 State of Domicile: Texas
 15455 Dallas Parkway Group Code: 634 Company Type:
 Suite 800 Group Name: National Life Group State ID Number: 1117
 Addison, TX 75001 FEIN Number: 75-0953004
 (214) 638-9316 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation: \$50 per form filed.
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Life Insurance Company of the Southwest	\$100.00	12/07/2011	54333561
Life Insurance Company of the Southwest	\$100.00	12/08/2011	54375569

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	12/13/2011	12/13/2011

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Linda Bird	12/08/2011	12/08/2011	Michelle Goodwin	12/13/2011	12/13/2011

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Disposition

Disposition Date: 12/13/2011

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	Yes	Yes
Supporting Document	Application	No	No
Supporting Document	Health - Actuarial Justification	No	No
Supporting Document	Outline of Coverage	No	No
Supporting Document	Actuarial Memorandum	No	No
Supporting Document	Statement of Variability	Yes	Yes
Supporting Document	Third Party Authorization Letters	Yes	Yes
Form	Systematic Allocation Rider	Yes	Yes
Form	Interest Crediting Strategies Rider	Yes	Yes
Form	Data Pages	Yes	Yes
Form	Data Pages Unisex	Yes	Yes

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 12/08/2011
Submitted Date 12/08/2011
Respond By Date 01/09/2012

Dear Michelle Goodwin,

This will acknowledge receipt of the captioned filing.

Objection 1

Comment: Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the additional \$100.00 is received.

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,
Linda Bird

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 12/13/2011
Submitted Date 12/13/2011

Dear Linda Bird,

Comments:

Response 1

Comments:

Additional Fees have been submitted via EFT.

Related Objection 1

Comment:

Regulation 57 was revised effective January 2010, the filing fee is now \$50.00 per form. We will hold your filing in a pending status until the additional \$100.00 is received.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you.

Sincerely,

Michelle Goodwin, Susan Carey, Susan Sawyer

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Form Schedule

Lead Form Number: 20047(0212)

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	20047(0212)	Policy/Cont Systematic Allocation Initial ract/Fratern Rider al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		62.000	20047(0212) LSW SAR.pdf
	20055(0212)	Policy/Cont Interest Crediting ract/Fratern Strategies Rider al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		61.500	20055(0212) LSW ICSR.pdf
	LFCS	Data/DeclarData Pages ation Pages	Initial		0.000	LFCS Data Pages LSW.pdf
	LFCS/U	Data/DeclarData Pages Unisex ation Pages	Initial		0.000	LFCSu Data Pages LSW.pdf

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SYSTEMATIC ALLOCATION RIDER

The use of this rider allows eligible premium payments to be moved to a Systematic Allocation Account that automatically transfers one twelfth of the payment to new Indexed Segments each month. The Owner may elect this rider on or after issue of the policy.

Systematic Allocation Accounts will be included in the calculation of Accumulated Value.

ELIGIBLE PREMIUM PAYMENTS

When this rider is elected, Net Premium payments will be automatically moved to Systematic Allocation Accounts if the payments are:

1. in excess of the Basic Strategy Minimum Value; and
2. greater than or equal to the Minimum Annual Deposit Amount.

Funds residing in Systematic Allocation Accounts will be transferred on the 21st day of every month to the specified interest crediting strategies according to the allocation selected by the Owner. The Minimum Annual Deposit Amount is shown in the policy's Data Section.

Only new premium payments can be transferred to Systematic Allocation Account. Transfers of renewal funds from the Basic Strategy into Systematic Allocation Accounts are not permitted.

The policy loan portion of an insurance policy exchange under Section 1035 of the Internal Revenue Code of 1986 will not be considered eligible premium for Systematic Allocation Accounts.

INELIGIBLE PREMIUM PAYMENTS

Net Premium payments that do not meet the conditions stated in the above provision are paid into the Basic Strategy. On the 21st day of each month, the Accumulated Value in the Basic Strategy that is in excess of the Basic Strategy Minimum Value, subject to a minimum amount of \$50.00, will be transferred to one or more interest crediting strategies, including the Fixed-Term Strategy and the Indexed Strategies according to an allocation selected by the Applicant. The Owner has the right to change the allocation selection.

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INTEREST
CREDITED TO
SYSTEMATIC
ALLOCATION
ACCOUNTS

Amounts held in Systematic Allocation Accounts will be credited with interest on a daily basis at a rate not less than the Accumulated Value Interest Rate shown in the policy's Data Section.

Interest earned on a Systematic Allocation Account will be transferred into the interest crediting strategies at the end of the 12-month period according to the allocation selected by the Owner.

MONTHLY
TRANSFERS FROM A
SYSTEMATIC
ALLOCATION
ACCOUNT

Transfers of funds from Systematic Allocation Accounts into interest crediting strategies will occur on the 21st day of every month. Funds are transferred in increments equal to one-twelfth of the amount moved into Systematic Allocation Accounts with the exception of the twelfth month when the transfer includes interest accrued on the account. Each Systematic Allocation Account balance will be zero at the end of the 12-month period.

Funds will be transferred to interest crediting strategies according to the allocation selected by the Owner.

DEDUCTION
HIERARCHY

Monthly Deductions and partial Withdrawals, including the Withdrawal Fee, will be taken from the Accumulated Value from each segment in the following order:

1. first, from the Basic Strategy until exhausted;
2. next, from any and all Systematic Allocation Accounts; until exhausted;
3. next from the Fixed-Term Strategy until exhausted;
4. then, from each Indexed Strategy in the order listed within the policy's Data Section.

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Accumulated Value in the amount of any Fixed Net Cost Loan plus any unpaid loan interest will be removed from the interest crediting strategies in the following order:

1. first, from the Basic Strategy until exhausted;
2. next, from any and all Systematic Allocation Accounts; until exhausted;
3. next from the Fixed-Term Strategy until exhausted;
4. then, from each Indexed Strategy in the order listed within the policy's Data Section.

If the Fixed-Term Strategy and/or the Indexed Strategies have multiple segments, deductions are made in the reverse order in which the segments were created.

Monthly Deductions, partial Withdrawals, or Fixed Net Cost Loans may require that funds be removed from Systematic Allocation Accounts. If this occurs, funds will continue to be transferred out of a Systematic Allocation Account on a monthly basis until this account becomes depleted. This will reduce the number of remaining months to transfer funds out of the Systematic Allocation Account. If the transfer amount results in a Systematic Allocation Account balance that falls below the Minimum Annual Deposit Amount divided by twelve, the entire account balance will be transferred to interest crediting strategies on the 21st day of the month according to the allocation selected by the Owner.

REINSTATEMENT

If this rider is in force at the time of policy lapse, it may be reinstated upon policy reinstatement.

LIMITATIONS

This rider may not be exercised while the policy to which this rider is attached is owned by a Qualified Pension or Profit Sharing Plan. If the Owner wishes to exercise this rider, the policy must first be transferred out of the plan.

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TERMINATION OF
SYSTEMATIC
ALLOCATION
ACCOUNTS

The Owner may submit a new allocation schedule to terminate Systematic Allocation Accounts prior to the end of the Systematic Allocation Period. If an early termination is requested, the Owner may select on the allocation schedule to:

1. transfer any funds remaining in any and all of the Systematic Allocation Accounts to interest crediting strategies on the next monthly transfer date; or
2. continue to transfer funds from Systematic Allocation Accounts to interest crediting strategies on a monthly basis until all accounts are depleted.

If an early termination is requested, new Net Premium payments will no longer be allocated to Systematic Allocation Accounts. They will be transferred to the interest crediting strategies as described within the Ineligible Premium Payments provision of this rider.

The Owner may submit another allocation schedule to resume the use of Systematic Allocation Accounts.

We reserve the right to charge a \$25.00 fee for terminations that are requested prior to the end of the 12-month period of a Systematic Allocation Account.

If a Systematic Allocation Account is depleted prior to the end of the 12-month period as a result of a required Monthly Deduction, a partial Withdrawal, or a Fixed Net Cost Loan, then the Systematic Allocation Account will be terminated.

TERMINATION OF
THIS RIDER

This rider will terminate on the earliest of:

1. the date the policy terminates; or
2. at the request of the Owner.

When this rider terminates:

1. all rights under this rider will cease; and
2. the policy will be considered separate and complete without this rider.

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EFFECTIVE DATE

The Effective Date of this rider is the policy's Effective Date unless a later date is shown below.

Rider Effective Date if later than the policy's Effective Date: _____

Signed for Life Insurance Company of the Southwest at [Addison] Texas, by

[
Secretary

Life Insurance Company of the Southwest
[Administrative Office: One National Life Drive * Montpelier, Vermont 05604 * (800) 732-8939
Home Office: 15455 Dallas Parkway * Suite 800 * Addison, Texas 75001]

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INTEREST CREDITING STRATEGIES RIDER

The Company has issued this Rider as part of the Entire Contract. If there are any conflicts between this Rider and the policy, the provisions of this Rider will prevail. Defined terms and contractual provisions are set forth in the policy or are added or replaced in this Rider. This Rider is attached to and amends the policy as of the Effective Date of the policy.

This Rider describes the elements and methods used in calculating Interest Strategies for each Indexed Segment of an individual flexible premium adjustable life insurance policy with index-linked interest options. Although an external index or Indexes may affect the policy values, the policy does not directly participate in any stock or equity investments. No dividends are payable.

BASIC STRATEGY

Interest will be credited to the Accumulated Value in the Basic Strategy on a daily basis at a rate not less than the Accumulated Value Interest Rate shown in the policy's Data Section.

The Basic Strategy Minimum Value for a Policy Year is equal to 12.5 times the Monthly Deduction due on the first day of that Policy Year. It will remain unchanged until the first day of the next Policy Year.

All Net Premiums are paid into the Basic Strategy. On the 21st day of each month, the Accumulated Value in the Basic Strategy that is in excess of the Basic Strategy Minimum Value, subject to a minimum amount of \$50.00, will be transferred to one or more interest crediting strategies, including the Fixed-Term Strategies and Indexed Strategies according to an allocation selected by the Applicant at the time of policy application. The Owner has the right to change the allocation selection.

FIXED-TERM STRATEGY

Each transfer of Accumulated Value made to this strategy creates a distinct Fixed-Term Segment. The duration of each Fixed-Term Segment is shown in the policy's Data Section. Interest will be credited to the Accumulated Value in each Fixed-Term Segment on a daily basis at a rate not less than the Accumulated Value Interest Rate shown in the policy's Data Section. Different Fixed-Term Segments may be credited interest at different rates.

Accumulated Value cannot be transferred out of any 1-year Fixed-Term Segment prior to the end of its stated duration and at that time will be automatically transferred to the Basic Strategy.

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Accumulated Value cannot be transferred out of any multi-year Fixed-Term Segment prior to the end of its stated duration unless the interest rate credited to the Accumulated Value in such segment falls below the interest rate initially credited to the segment. Under that scenario, the Owner may request that the Accumulated Value in this Fixed-Term Segment be immediately transferred to the Basic Strategy. Otherwise, the Accumulated Value within a segment will be automatically transferred to the Basic Strategy at the end of its stated duration.

INDEXED STRATEGIES

INDEXED SEGMENT

Accumulated Value in this rider is apportioned into one or more segments distinguished by their Indexed Strategies.

Each transfer of Accumulated Value made to an Indexed Strategy creates a distinct Indexed Segment. For the applicable Indexed Strategy, each Indexed Segment will have an Indexed Term as shown in the policy's Data Section. Index Earnings will be credited to the Accumulated Value in each segment at the end of the crediting period.

INDEX

The Index refers to a well known published numerical value, excluding dividend income, used to indicate the performance of stocks and/or bonds used in the determination of Index Earnings made to each segment within an Indexed Strategy. The Index used for the applicable Indexed Strategy is shown in the policy's Data Section.

INDEX VALUE

The Index Value as of any date is the published value of the Index at the close of business on that date. If no value was published on that date, the last published value of the Index will be used.

INDEX GROWTH

The Index Growth for an Indexed Segment of a 1-year Point-to-Point Indexed Strategy is calculated at the end of the segment's crediting period as follows:

1. the Index Value as of the Indexed Term anniversary of the Indexed Segment; minus
2. the Index Value as of the inception of the Indexed Segment; this difference divided by
3. the Index Value as of the inception of the Indexed Segment.

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The annual Index Growth for an Indexed Segment of a multi-year Point-to-Point Indexed Strategy is calculated on each anniversary of the creation of that segment as follows:

1. the Index Value as of the current anniversary of the Indexed Segment; minus
2. the Index Value as of the preceding anniversary of the Indexed Segment; this difference divided by
3. the Index Value as of the preceding anniversary of the Indexed Segment.

The Index Growth for an Indexed Segment of a 1-year Point-to-Average Indexed Strategy is calculated at the end of the segment's crediting period as follows:

1. the sum of the Index Values for each day the Index Value was published between the inception of the Indexed Segment and the Indexed Term anniversary of the Indexed Segment, excluding the Index Value at inception but including the Index Value on its anniversary; divided by
2. the number of days the Index Value was published between the inception of the Indexed Segment and the Indexed Term anniversary of the Indexed Segment excluding the day it was created but including the anniversary; minus
3. the Index Value as of the inception of the Indexed Segment; this difference divided by
4. the Index Value as of the inception of the Indexed Segment.

The annual Index Growth for an Indexed Segment of a multi-year Point-to-Average Indexed Strategy is calculated on each anniversary of the creation of that segment as follows:

1. the sum of the Index Values for each day the Index Value was published between the preceding anniversary of the Indexed Segment and the current anniversary of the Indexed Segment, excluding the Index Value for the preceding anniversary but including the Index Value for the current anniversary; divided by
2. the number of days the Index Value was published between the preceding anniversary and the current anniversary excluding the preceding anniversary but including the current anniversary; minus
3. the Index Value as of the preceding anniversary of the Indexed Segment; this difference divided by
4. the Index Value as of the preceding anniversary of the Indexed Segment.

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PARTICIPATION RATE

Each Indexed Segment will have a Participation Rate. The Participation Rate is determined in advance of establishment of an Indexed Segment. For a multi-year Indexed Strategy, the Participation Rate is determined in advance for each 12-month period and is subject to change on each anniversary of the creation of a segment. The Participation Rate will never be less than the Guaranteed Minimum Participation Rate for the applicable Indexed Strategy as shown in the policy's Data Section.

INDEX EARNINGS CAP

Each Indexed Segment will have an Index Earnings Cap. The Index Earnings Cap is determined in advance of establishment of an Indexed Segment. For a multi-year Indexed Strategy, the Index Earnings Cap is determined in advance for each 12-month period and is subject to change on each anniversary of the creation of a segment. The Index Earnings Cap for a segment will never be less than the Guaranteed Minimum Cap for the applicable Indexed Strategy as shown in the policy's Data Section.

INDEX EARNINGS

For 1-year strategies, the Index Earnings for each Indexed Segment are calculated at the end of the crediting period as follows:

1. the Index Growth for the segment multiplied by the segment's Participation Rate, with this product adjusted so that it is no less than zero and no greater than the segment's Index Earnings Cap; multiplied by
2. the value of the Indexed Segment at the end of the crediting period.

For multi-year strategies, the Index Earnings for each Indexed Segment are calculated on each anniversary of the creation of the Indexed Segment as follows:

1. the annual Index Growth for the segment multiplied by the segment's Participation Rate, with this product adjusted so that it is no less than zero and no greater than the segment's Index Earnings Cap; multiplied by
2. the value of the Indexed Segment at the end of the previous day.

On the last day of the crediting period of each Indexed Segment of a multi-year strategy, Index Earnings will be increased as necessary so that the annual rate of Index Earnings over the crediting period is at least equal to the Accumulated Value Interest Rate shown in the policy's Data Section.

Index Earnings are not calculated or credited between crediting periods or anniversaries of a given segment.

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The Owner may not request that Accumulated Value in an Indexed Segment be transferred out of that segment prior to the end of the segment's crediting period. Accumulated Value in an Indexed Segment may be transferred out of that segment prior to the end of the segment's crediting period for the payment of Monthly Deductions, for the creation of a Fixed Net Cost Loan, due to partial Withdrawal, or due to the termination of the policy. Indexed Earnings will be credited on the Accumulated Value remaining in an Indexed Segment at the end of the segment's crediting period. At the end of the crediting period the Accumulated Value in the Indexed Segment is automatically transferred to the Basic Strategy.

DEDUCTION HIERARCHY

Monthly Deductions and Withdrawals, including the Withdrawal Fee, will be taken from the Accumulated Value from each segment in the following order:

1. first, from the Basic Strategy until exhausted;
2. next, from the Fixed-Term Strategy until exhausted;
3. then, from each Indexed Strategy in the order that the Indexed Strategies are listed in the policy's Data Section until the value of the Indexed Strategy is exhausted.

Accumulated Value in the amount of the Fixed Net Cost Loan plus any unpaid loan interest will be removed from the Interest Crediting Strategies in the following order:

1. first, from the Basic Strategy until exhausted;
2. next, from the Fixed-Term Strategy until exhausted;
3. then, from each Indexed Strategy in the order that the Indexed Strategies are listed in the policy's Data Section until the value of the Indexed Strategy is exhausted.

If the Fixed-Term Strategy and/or the Indexed Strategies have multiple segments, deductions are made in the reverse order in which the segments were created.

TERMINATION

This rider will terminate the date the policy terminates.

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Home Office: 15455 Dallas Parkway * Suite 800 * Addison, Texas 75001

EFFECTIVE DATE

The effective date of this rider is the policy's Effective Date unless a different date is indicated in the policy's Data Section.

Signed for Life Insurance Company of the Southwest at [Addison] Texas by

[

Secretary
]

Life Insurance Company of the Southwest

*Administrative Office: One National Life Drive * Montpelier, Vermont 05604 * (800) 732-8939*

*Home Office: 15455 Dallas Parkway * Suite 800 * Addison, Texas 75001*

DATA SECTION

POLICY NUMBER: [LS12345657]

FIRST INSURED: [ETHAN ALLEN]

ISSUE AGE: [35]

SECOND INSURED: [EDNA ALLEN]

ISSUE AGE: [35]

FACE AMOUNT: \$[25,000.00]

OWNER: [AS STATED IN THE APPLICATION UNLESS LATER CHANGED].

BENEFICIARY: [AS STATED IN THE APPLICATION UNLESS LATER CHANGED.]

MONTHLY POLICY DATE: [15TH]

DEATH BENEFIT OPTION: [A]

MINIMUM MONTHLY PREMIUM: \$[47.52]

POLICY PROTECTION PERIOD: [MARCH 15, 2012 – MARCH 14, 2022]

[MONTHLY GUARANTEED PREMIUM: \$ 60.15]

PLANNED PERIODIC PREMIUM: \$[1,200.00] PAYABLE [ANNUALLY]

FOR PREMIUM PAYMENT PERIOD: [MARCH 15, 2012 TO MARCH 16, 2097]

THIS POLICY MAY TERMINATE PRIOR TO THE END OF THE PREMIUM PAYMENT PERIOD IF PREMIUMS PAID ARE INSUFFICIENT TO CONTINUE COVERAGE. PREMIUMS IN ADDITION TO THE PLANNED PERIODIC PREMIUM MAY BE NECESSARY TO KEEP THIS COVERAGE IN FORCE.

POLICY LOANS AND WITHDRAWALS WILL REDUCE THE CASH SURRENDER VALUE OF THIS POLICY AND MAY RESULT IN TERMINATION OF THIS POLICY PRIOR TO THE DEATH OF THE INSURED.

MINIMUM COVERAGE AMOUNT: \$250,000.00

MINIMUM FACE AMOUNT PER COVERAGE SEGMENT: \$25,000.00

MINIMUM WITHDRAWAL AMOUNT: \$ 500.00

MAXIMUM WITHDRAWAL FEE: \$25.00 FOR EACH WITHDRAWAL

ADDITIONAL BENEFIT RIDERS:

[SYSTEMATIC ALLOCATION RIDER

MINIMUM ANNUAL DEPOSIT AMOUNT : \$3,600.00]

[INTEREST CREDITING STRATEGIES RIDER]

THE LOAN INTEREST RATE IS VARIABLE. THE LOAN INTEREST RATE AT THE EFFECTIVE DATE IS [5.50%].

DATA SECTION

GUARANTEED BASIS OF CALCULATIONS

FACE AMOUNT: \$[25,000.00]
EFFECTIVE DATE: [MARCH 15, 2012]

ACCUMULATED VALUE INTEREST RATE: 0.20598% COMPOUNDED MONTHLY, WHICH IS
EQUIVALENT TO 2.50% COMPOUNDED PER YEAR

MORTALITY TABLE: 2001 COMMISSIONERS STANDARD ORDINARY [SEX DISTINCT]
SMOKER/NON-SMOKER ULTIMATE AGE NEAREST BIRTHDAY

THE FIRST INSURED HAS BEEN CLASSIFIED A [STANDARD NON-TOBACCO.]

THE SECOND INSURED HAS BEEN CLASSIFIED A [STANDARD NON-TOBACCO.]

TABLE OF GUARANTEED MAXIMUM COST OF INSURANCE RATES
(PER \$1,000 PER MONTH)

<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>
[01	0.00008	21	0.03695	41	1.24527
02	0.00026	22	0.04547	42	1.45678
03	0.00048	23	0.05561	43	1.70511
04	0.00073	24	0.06702	44	1.99759
05	0.00102	25	0.08041	45	2.33783
06	0.00136	26	0.09647	46	2.72825
07	0.00177	27	0.11609	47	3.21523
08	0.00228	28	0.14025	48	3.76975
09	0.00291	29	0.16889	49	4.37520
10	0.00369	30	0.20234	50	5.06393
11	0.00467	31	0.24143	51	5.85338
12	0.00584	32	0.28636	52	6.67629
13	0.00730	33	0.33768	53	7.72437
14	0.00888	34	0.39743	54	8.86433
15	0.01077	35	0.46574	55	10.10084
16	0.01316	36	0.54748	56	11.33218
17	0.01607	37	0.64438	57	12.22439
18	0.01980	38	0.76481	58	13.42338
19	0.02430	39	0.90311	59	14.98048
20	0.02992	40	1.06159	60	16.88145]

DATA SECTION

GUARANTEED BASIS OF CALCULATIONS

TABLE OF GUARANTEED MAXIMUM COST OF INSURANCE RATES (CONTINUED)
(PER \$1,000 PER MONTH)

<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>
[61	19.21169	71	45.73402	81	83.33333
62	21.49846	72	50.58032	82	83.33333
63	23.94682	73	55.90819	83	83.33333
64	24.75310	74	61.68802	84	83.33333
65	26.35975	75	68.20117	85	83.33333]
66	28.73671	76	75.47304		
67	31.23543	77	83.17981		
68	34.13909	78	83.33333		
69	37.45990	79	83.33333		
70	41.31436	80	83.33333		

DEFINITION OF LIFE INSURANCE TEST: [GUIDELINE PREMIUM TEST]

[GUIDELINE SINGLE PREMIUM: \$ 39,833.70]

[GUIDELINE LEVEL PREMIUM: \$ 3,879.63]

TABLE OF DEATH BENEFIT STANDARD FACTORS

ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR	ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR	ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR
0 - 40	2.50	54	1.57	68	1.17
41	2.43	55	1.50	69	1.16
42	2.36	56	1.46	70	1.15
43	2.29	57	1.42	71	1.13
44	2.22	58	1.38	72	1.11
45	2.15	59	1.34	73	1.09
46	2.09	60	1.30	74	1.07
47	2.03	61	1.28	75 - 90	1.05
48	1.97	62	1.26	91	1.04
49	1.91	63	1.24	92	1.03
50	1.85	64	1.22	93	1.02
51	1.78	65	1.20	94+	1.01
52	1.71	66	1.19		
53	1.64	67	1.18		

DATA SECTION

AS OF THE EFFECTIVE DATE, THE FOLLOWING RATES ARE APPLICABLE TO INTEREST CREDITING STRATEGIES TO WHICH YOU MAY DIRECT YOUR PREMIUM. THESE RATES ARE IN EFFECT UNTIL FURTHER NOTICE.

FIXED-TERM STRATEGY

FIXED-TERM SEGMENT LENGTH: 1 YEAR
MINIMUM FIXED-TERM SEGMENT INTEREST RATE: 2.50% ANNUAL EFFECTIVE RATE

INDEXED STRATEGY 1 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 100%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.10%

INDEXED STRATEGY 2 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 110%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.00%

INDEXED STRATEGY 3 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 25%

INDEXED STRATEGY 4 – POINT TO AVERAGE

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 30%

INDEXED STRATEGY 5 – POINT TO POINT

INDEX: MSCI EMERGING MARKETS INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 100%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.00%

DEDUCTION HIERARCHY:

FIXED-TERM STRATEGY
INDEXED STRATEGY 4 – POINT TO AVERAGE
INDEXED STRATEGY 1 – POINT TO POINT
INDEXED STRATEGY 2 – POINT TO POINT
INDEXED STRATEGY 3 – POINT TO POINT
INDEXED STRATEGY 5 – POINT TO POINT

INDEX-LINKED RETURNS DO NOT INCLUDE THE PORTION OF RETURNS GENERATED BY THE UNDERLYING INDEX THAT COMES FROM DIVIDENDS.

THE ELEMENTS USED IN DETERMINING THE CREDITED RATES FROM THE INDEX ARE NOT GUARANTEED AND CAN BE CHANGED BY THE COMPANY, SUBJECT TO THE GUARANTEES IN THE POLICY AND THAT ANY SUCH CHANGES CAN AFFECT THE RETURN.

DATA SECTION

FACE AMOUNT: \$[25,000.00]
EFFECTIVE DATE: [MARCH 15, 2012]

PERCENT OF PREMIUM EXPENSE CHARGE: 6%
MONTHLY EXPENSE CHARGE: \$[74.10]

MONTHLY POLICY FEE: \$5.00

SURRENDER CHARGES

TWELVE MONTH PERIOD BEGINNING <u>POLICY YEAR</u>	<u>SURRENDER CHARGE</u>
[MAR 15, 2012	\$329.44
MAR 15, 2013	300.00
MAR 15, 2014	269.81
MAR 15, 2015	238.88
MAR 15, 2016	207.19
MAR 15, 2017	174.75
MAR 15, 2018	141.56
MAR 15, 2019	107.44
MAR 15, 2020	72.38
MAR 15, 2021	36.56
MAR 15, 2022 AND LATER	0.00]

DATA SECTION

POLICY NUMBER: [LS12345657]

FIRST INSURED: [ETHAN ALLEN]

ISSUE AGE: [35]

SECOND INSURED: [EDNA ALLEN]

ISSUE AGE: [35]

FACE AMOUNT: [\$25,000.00]

OWNER: [AS STATED IN THE APPLICATION UNLESS LATER CHANGED.]

BENEFICIARY: [AS STATED IN THE APPLICATION UNLESS LATER CHANGED.]

MONTHLY POLICY DATE: [15TH]

DEATH BENEFIT OPTION: [A]

MINIMUM MONTHLY PREMIUM: [\$47.64]

POLICY PROTECTION PERIOD: [MARCH 15, 2012 – MARCH 14, 2022]

[MONTHLY GUARANTEED PREMIUM:] [\$58.62]

PLANNED PERIODIC PREMIUM: [\$1,200.00] PAYABLE [ANNUALLY]

FOR PREMIUM PAYMENT PERIOD: [MARCH 15, 2012 TO MARCH 16, 2097]

THIS POLICY MAY TERMINATE PRIOR TO THE END OF THE PREMIUM PAYMENT PERIOD IF PREMIUMS PAID ARE INSUFFICIENT TO CONTINUE COVERAGE. PREMIUMS IN ADDITION TO THE PLANNED PERIODIC PREMIUM MAY BE NECESSARY TO KEEP THIS COVERAGE IN FORCE.

POLICY LOANS AND WITHDRAWALS WILL REDUCE THE CASH SURRENDER VALUE OF THIS POLICY AND MAY RESULT IN TERMINATION OF THIS POLICY PRIOR TO THE DEATH OF THE INSURED.

MINIMUM COVERAGE AMOUNT: \$250,000.00

MINIMUM FACE AMOUNT PER COVERAGE SEGMENT: \$25,000.00

MINIMUM WITHDRAWAL AMOUNT: \$500.00

MAXIMUM WITHDRAWAL FEE: \$25.00 FOR EACH WITHDRAWAL

ADDITIONAL BENEFIT RIDERS:

[SYSTEMATIC ALLOCATION RIDER

MINIMUM ANNUAL DEPOSIT AMOUNT: \$3,600.00]

[INTEREST CREDITING STRATEGIES RIDER]

THE LOAN INTEREST RATE IS VARIABLE. THE LOAN INTEREST RATE AT THE EFFECTIVE DATE IS [5.50%].

DATA SECTION

GUARANTEED BASIS OF CALCULATIONS

FACE AMOUNT: [\$25,000.00]
EFFECTIVE DATE: [MARCH 15, 2012]

ACCUMULATED VALUE INTEREST RATE: 0.20598% COMPOUNDED MONTHLY, WHICH IS
EQUIVALENT TO 2.50% COMPOUNDED PER YEAR

MORTALITY TABLE: 2001 COMMISSIONERS STANDARD ORDINARY [UNISEX]
SMOKER/NON-SMOKER ULTIMATE AGE NEAREST BIRTHDAY

THE FIRST INSURED HAS BEEN CLASSIFIED A [STANDARD NON-TOBACCO.]

THE SECOND INSURED HAS BEEN CLASSIFIED A [STANDARD NON-TOBACCO.]

TABLE OF GUARANTEED MAXIMUM COST OF INSURANCE RATES
(PER \$1,000 PER MONTH)

<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>	<u>POLICY YEAR</u>	<u>RATE</u>
[01	0.00008	21	0.03725	41	1.27340
02	0.00026	22	0.04584	42	1.48936
03	0.00048	23	0.05605	43	1.74370
04	0.00073	24	0.06755	44	2.04338
05	0.00103	25	0.08106	45	2.39302
06	0.00138	26	0.09731	46	2.79326
07	0.00180	27	0.11719	47	3.28726
08	0.00231	28	0.14177	48	3.84617
09	0.00296	29	0.17114	49	4.45608
10	0.00377	30	0.20544	50	5.14895
11	0.00476	31	0.24540	51	5.93974
12	0.00595	32	0.29142	52	6.76869
13	0.00744	33	0.34406	53	7.80701
14	0.00903	34	0.40508	54	8.93487
15	0.01091	35	0.47487	55	10.15521
16	0.01328	36	0.55847	56	11.37307
17	0.01619	37	0.65728	57	12.26392
18	0.01992	38	0.78112	58	13.44009
19	0.02443	39	0.92286	59	14.95892
20	0.03012	40	1.08534	60	16.81684]

DATA SECTION

GUARANTEED BASIS OF CALCULATIONS

TABLE OF GUARANTEED MAXIMUM COST OF INSURANCE RATES (CONTINUED)
(PER \$1,000 PER MONTH)

<u>POLICY</u> <u>YEAR</u>	<u>RATE</u>	<u>POLICY</u> <u>YEAR</u>	<u>RATE</u>	<u>POLICY</u> <u>YEAR</u>	<u>RATE</u>
[61	19.10401	71	45.67466	81	83.33333
62	21.36559	72	50.53770	82	83.33333
63	23.80463	73	55.87899	83	83.33333
64	24.64035	74	61.66932	84	83.33333
65	26.25928	75	68.19093	85	83.33333]
66	28.62793	76	75.46882		
67	31.13870	77	83.17840		
68	34.02818	78	83.33333		
69	37.36503	79	83.33333		
70	41.23449	80	83.33333		

DEFINITION OF LIFE INSURANCE TEST: [GUIDELINE PREMIUM TEST]

[GUIDELINE SINGLE PREMIUM: \$ 39,361.38]

[GUIDELINE LEVEL PREMIUM: \$ 3,821.24]

TABLE OF DEATH BENEFIT STANDARD FACTORS

ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR	ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR	ATTAINED AGE OF YOUNGER INSURED	DEATH BENEFIT FACTOR
0 - 40	2.50	54	1.57	68	1.17
41	2.43	55	1.50	69	1.16
42	2.36	56	1.46	70	1.15
43	2.29	57	1.42	71	1.13
44	2.22	58	1.38	72	1.11
45	2.15	59	1.34	73	1.09
46	2.09	60	1.30	74	1.07
47	2.03	61	1.28	75 - 90	1.05
48	1.97	62	1.26	91	1.04
49	1.91	63	1.24	92	1.03
50	1.85	64	1.22	93	1.02
51	1.78	65	1.20	94+	1.01
52	1.71	66	1.19		
53	1.64	67	1.18		

DATA SECTION

AS OF THE EFFECTIVE DATE, THE FOLLOWING RATES ARE APPLICABLE TO INTEREST CREDITING STRATEGIES TO WHICH YOU MAY DIRECT YOUR PREMIUM. THESE RATES ARE IN EFFECT UNTIL FURTHER NOTICE.

FIXED-TERM STRATEGY

FIXED-TERM SEGMENT LENGTH: 1 YEAR
MINIMUM FIXED-TERM SEGMENT INTEREST RATE: 2.50% ANNUAL EFFECTIVE RATE

INDEXED STRATEGY 1 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 100%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.10%

INDEXED STRATEGY 2 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 110%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.00%

INDEXED STRATEGY 3 – POINT TO POINT

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 25%

INDEXED STRATEGY 4 – POINT TO AVERAGE

INDEX: STANDARD & POOR'S 500 INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 30%

INDEXED STRATEGY 5 – POINT TO POINT

INDEX: MSCI EMERGING MARKETS INDEX
INDEXED TERM: 1 YEAR
GUARANTEED MINIMUM PARTICIPATION RATE: 100%
GUARANTEED MINIMUM INDEX EARNINGS CAP: 3.00%

DEDUCTION HIERARCHY:

FIXED-TERM STRATEGY
INDEXED STRATEGY 4 – POINT TO AVERAGE
INDEXED STRATEGY 1 – POINT TO POINT
INDEXED STRATEGY 2 – POINT TO POINT
INDEXED STRATEGY 3 – POINT TO POINT
INDEXED STRATEGY 5 – POINT TO POINT

INDEX-LINKED RETURNS DO NOT INCLUDE THE PORTION OF RETURNS GENERATED BY THE UNDERLYING INDEX THAT COMES FROM DIVIDENDS.

THE ELEMENTS USED IN DETERMINING THE CREDITED RATES FROM THE INDEX ARE NOT GUARANTEED AND CAN BE CHANGED BY THE COMPANY, SUBJECT TO THE GUARANTEES IN THE POLICY AND THAT ANY SUCH CHANGES CAN AFFECT THE RETURN.

DATA SECTION

FACE AMOUNT: [\$25,000.00]
EFFECTIVE DATE: [MARCH 15, 2012]

PERCENT OF PREMIUM EXPENSE CHARGE: 6%
MONTHLY EXPENSE CHARGE: [\$74.10]

MONTHLY POLICY FEE: \$5.00

SURRENDER CHARGES

TWELVE MONTH PERIOD

<u>BEGINNING</u> <u>POLICY YEAR</u>	<u>SURRENDER CHARGE</u>
[MAR 15, 2011	\$330.00
MAR 15, 2012	300.56
MAR 15, 2013	270.38
MAR 15, 2014	239.44
MAR 15, 2015	207.75
MAR 15, 2016	175.13
MAR 15, 2017	141.75
MAR 15, 2018	107.63
MAR 15, 2019	72.56
MAR 15, 2020	36.75
MAR 15, 2021 AND LATER	0.00]

SERFF Tracking Number: NALF-127830418 State: Arkansas
 Filing Company: Life Insurance Company of the Southwest State Tracking Number: 50419
 Company Tracking Number: 20047(0212)
 TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.103 External Indexed - Joint (Last Survivor)
 Adjustable Life
 Product Name: LSW SAR & ICSR (for use with LifeCycle) (Filing D)
 Project Name/Number: LSW SAR & ICSR (for use with LifeCycle)/20047(0212)

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification		
Comments:		
Attachment: AR ReadCert.pdf		

	Item Status:	Status Date:
Bypassed - Item: Application		
Bypass Reason: Not applicable - rider filing.		
Comments:		

	Item Status:	Status Date:
Bypassed - Item: Health - Actuarial Justification		
Bypass Reason: Not applicable.		
Comments:		

	Item Status:	Status Date:
Bypassed - Item: Outline of Coverage		
Bypass Reason: Not applicable.		
Comments:		

	Item Status:	Status Date:
Satisfied - Item: Actuarial Memorandum		
Comments:		
Attachments: Memorandum.SAR.20047(0212).LifeCycle.pdf		

SERFF Tracking Number: NALF-127830418 State: Arkansas
Filing Company: Life Insurance Company of the Southwest State Tracking Number: 50419
Company Tracking Number: 20047(0212)
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.103 External Indexed - Joint (Last Survivor)
Adjustable Life
Product Name: LSW SAR & ICSR (for use with LifeCycle) (Filing D)
Project Name/Number: LSW SAR & ICSR (for use with LifeCycle)/20047(0212)

Memorandum ICSR 20055(0212) LifeCycle.pdf
Memorandum.BasePolicy.20055(0212).AppendixI.IndexStrat.pdf

Item Status: **Status**
Date:

Satisfied - Item: Statement of Variability

Comments:

Attachment:

SOV LFCS LSW.pdf

Item Status: **Status**
Date:

Satisfied - Item: Third Party Authorization Letters

Comments:

Attachment:

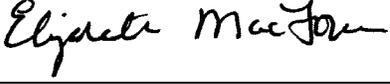
Third Party Authorization Letters.pdf

Life Insurance Company of the Southwest
Certification of Readability

We certify that, to the best of our knowledge and belief, each of the forms listed below meets the minimum reading ease score required by Arkansas Statute Annotated Section 66-3251 through 66-3258, cited as the Life and Disability Insurance Policy Language Simplification Act.

<u>Form Number</u>	<u>Flesch Score</u>
20047(0212)	62.09
20055(0212)	61.59

November 18, 2011
Date



Elizabeth MacGowan,
Designated Representative

Life Insurance Company of the Southwest
Statement of Variability
20047(0212), 20055(0212), LFCS & LFCS/U
For use with 8935(0511) & 8936(0511)

The policy Covers, Riders and Data Pages within the submitted forms contain brackets, used to designate variable items that may be unique for each policyholder or issue of the submitted policy. Descriptions of the bracketed items follow:

Variables for the company address, website address, telephone number, and logo – these items are subject to change.

Riders: 20047(0212) & 20055(0212)

OFFICER NAME AND TITLE: The officer name and signature and title plaque on the rider is bracketed in the event the officer and or the title of said officer signing the policy form changes. Any new title utilized or name of an officer changed will be the title and name of an officer of the Company.

Data Pages: LFCS & LFCS/U

POLICY NUMBER: This 7-digit number is the unique policy number by which we distinguish each policy issued on this form. This number appears on the policy Cover and within the Data Pages.

FIRST INSURED AND SECOND INSURED: These are the Insureds' names, and will be unique to each Insured. This appears on the policy Cover and within the Data Pages.

ISSUE AGE: This is the issue age of each named Insured and appears on the policy Cover and within the Data Pages. The issue ages for this policy are 0 - 90.

FACE AMOUNT: This amount will be unique to the policy based on each individual situation and appears on the policy Cover and within the Data Pages. Minimum Face Amount is \$250,000 per policy for individual issues.

OWNER: The statement “As stated in the application unless later changed” will appear to identify the owner, unless or until a revised Data Page is prepared to specify a new owner. In these circumstances, the name of the new owner will be stated, such name being unique to each owner.

BENEFICIARY: The statement “As stated in the application unless later changed” will appear to identify the beneficiary, unless or until a revised Data Page is prepared to specify a new beneficiary. In these circumstances, the name of the new beneficiary will be stated, such name being unique to each beneficiary.

MONTHLY POLICY DATE: This can take the variables of the “1st” through the “31st”.

DEATH BENEFIT OPTION: This can take the variables of “A” or “B”.

MINIMUM MONTHLY PREMIUM: This is the lowest premium that will be accepted on this policy. The minimum monthly premium accepted is \$25.00. The conditions for change of the minimum monthly premium would be based upon the Face Amount of the policy, the age and rate classification of the Insured.

POLICY PROTECTION PERIOD: This is a ten-year period beginning on the effective date of the policy.

MONTHLY GUARANTEED PREMIUM: This is the premium amount that will display only if the Death Benefit Protection Rider is attached to the base policy.

PLANNED PERIODIC PREMIUM: This is the premium that the applicant has asked be billed. It's value is unique to the interests of each applicant.

PREMIUM INTERVAL: This denotes the number of premiums payable each year, as requested by the applicant in establishing his or her planned periodic premium and premium interval and can take the variables of “AT ISSUE”, “ANNUALLY”, “SEMI-ANNUALLY”, “QUARTERLY”, “MONTHLY” or “CHECK-O-MATIC”.

FOR PREMIUM PAYMENT PERIOD: This date varies with values of the Effective Date and the Attained Age of 120 of the younger of the Insureds.

LOAN INTEREST RATE: This percentage varies from 3.00% to the Published Monthly Average of the Moody's Corporate Bond Yield Average – Monthly Average Corporates for the calendar month ending two months before the calendar month in which the Policy Anniversary occurs.

EFFECTIVE DATE or RIDER EFFECTIVE DATE: This provides the Effective Date of the policy or the rider, and it appears on the policy Cover and within the Data Pages.

MORTALITY TABLE: The variables for this description will be "SEX DISTINCT" or "UNISEX" depending upon whether the policy is issued as sex distinct or unisex.

THE FIRST INSURED HAS BEEN CLASSIFIED: This may take the variables of "ELITE NON-TOBACCO", "PREFERRED NON-TOBACCO", "STANDARD NON-TOBACCO", "PREFERRED TOBACCO", "STANDARD TOBACCO", or "AN UNINSURABLE".

THE SECOND INSURED HAS BEEN CLASSIFIED: This may take the variables of "ELITE NON-TOBACCO", "PREFERRED NON-TOBACCO", "STANDARD NON-TOBACCO", "PREFERRED TOBACCO", "STANDARD TOBACCO", or "AN UNINSURABLE".

TABLE OF GUARANTEED MAXIMUM COST OF INSURANCE RATES: Range of variables for Male is 0.00021 -1.00000. Range of variables for Female is 0.00018 – 1.00000. Range of variables for Unisex is 0.00020 – 1.00000.

DEFINITION OF LIFE INSURANCE TEST: This may take the variables of "GUIDELINE PREMIUM TEST" or "CASH VALUE ACCUMULATION TEST." If the GUIDELINE PREMIUM TEST is used, the GUIDELINE SINGLE PREMIUM and the GUIDELINE LEVEL PREMIUM lines will appear along with the TABLE OF DEATH BENEFIT STANDARD FACTORS. If the CASH VALUE ACCUMULATION TEST is used, only the TABLE OF DEATH BENEFIT STANDARD FACTORS appears.

GUIDELINE SINGLE PREMIUM AND GUIDELINE LEVEL PREMIUM: These lines and the applicable Table of Death Benefit Standard Factors will appear only if the "GUIDELINE PREMIUM TEST" is used for the policy.

MONTHLY EXPENSE CHARGE: This charge is variable and is based upon the issue age, sex, risk class, and duration. Male range is 0.10736 – 5.11411. Female range is 0.09014 – 5.11411. Unisex range is 0.09875 – 5.11411.

SURRENDER CHARGES: Range of variables per \$1,000 of face amount are joint factors of 0.00 – 50.00. The variables are fixed at issue. The variables are based on face amount, issue age, sex, and the rate class of the Insured.



Wade H. Mayo

January 25, 2011

To Whom It May Concern:

This letter is to authorize **Susan Sawyer**, Policy Forms Analyst, of National Life Insurance Company, Montpelier, Vermont, as a **Designated Representative** of Life Insurance Company of the Southwest to submit product filings on their behalf.

All questions and comments regarding this filing should first be addressed to Mrs. Sawyer. I stand ready, however, to answer for Life Insurance Company of the Southwest directly should that need arise.

Mrs. Sawyer may be contacted at:

National Life Insurance Company
One National Life Drive
Montpelier, Vermont 05604
Phone: 802-229-7387
Fax: 802-229-3743

Life Insurance Company of the Southwest thanks you for your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Wade H. Mayo".

Wade H. Mayo
President & Chief Executive Officer
Life Insurance Company of the Southwest

National Life Group® (NLGroup) is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest (LSW), Dallas, TX and their affiliates. Each company of NLGroup is solely responsible for its own financial condition and contractual obligations. LSW is not an authorized insurer in New York and does not conduct insurance business in New York.

P: 214-638-9207 | F: 214-638-9140 | wmayo@nationallife.com
15455 Dallas Pkwy, Suite 800, Addison, Texas 75001 | www.NationalLife.com

Experience Life®



Wade H. Mayo

January 25, 2011

To Whom It May Concern:

This letter is to authorize **Celine Castonguay**, Associate Actuary, of National Life Insurance Company, Montpelier, Vermont, as a **Designated Representative** of Life Insurance Company of the Southwest to submit product filings on their behalf.

All questions and comments regarding this filing should first be addressed to Mrs. Castonguay. I stand ready, however, to answer for Life Insurance Company of the Southwest directly should that need arise.

Mrs. Castonguay may be contacted at:

National Life Insurance Company
One National Life Drive
Montpelier, Vermont 05604
Phone: 802-229-7409
Fax: 802-229-7197

Life Insurance Company of the Southwest thanks you for your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Wade H. Mayo".

Wade H. Mayo
President & Chief Executive Officer
Life Insurance Company of the Southwest

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