

SERFF Tracking Number:	SEFL-126987638	State:	Arkansas
Filing Company:	Assurity Life Insurance Company	State Tracking Number:	47756
Company Tracking Number:	WD LTC		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	WD LTC		
Project Name/Number:	WD LTC/WD LTC		

Filing at a Glance

Company: Assurity Life Insurance Company

Product Name: WD LTC

TOI: LTC03I Individual Long Term Care

Sub-TOI: LTC03I.001 Qualified

Filing Type: Form

Implementation Date Requested:

State Filing Description:

SERFF Tr Num: SEFL-126987638 State: Arkansas

SERFF Status: Closed-Filed-Closed State Tr Num: 47756

Co Tr Num: WD LTC

Author: Kristi Hendrickson

Date Submitted: 01/20/2011

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Disposition Date: 02/22/2011

Disposition Status: Filed-Closed

Implementation Date:

General Information

Project Name: WD LTC

Project Number: WD LTC

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Kristi Hendrickson

Filing Description:

Informational filing to formally cease marketing a Long Term Care product and associated riders under policy form AL2100P-AR approved 8/20/2007 under filing number LFCR-125113757.

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 02/22/2011

State Status Changed: 02/22/2011

Created By: Kristi Hendrickson

Corresponding Filing Tracking Number:

Company and Contact

Filing Contact Information

Kristi Hendrickson, Policy Filing Specialist

1526 K Street

Lincoln, NE 68508

policyfiling@assurity.com

402-437-3452 [Phone]

402-437-3802 [FAX]

Filing Company Information

Assurity Life Insurance Company

CoCode: 71439

State of Domicile: Nebraska

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 1526 K Street Group Code: -99 Company Type: Life/Health
 P.O. Box 82533 Group Name: State ID Number:
 Lincoln, NE 68501-2533 FEIN Number: 38-1843471
 (800) 276-7619 ext. [Phone]

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Assurity Life Insurance Company	\$50.00	01/20/2011	43944634

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/22/2011	02/22/2011

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Disposition

Disposition Date: 02/22/2011

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
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No
Supporting Document	Letter of Notice	Filed	Yes

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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification Bypass Reason: N/A Informational on withdraw of product Comments:		
Bypassed - Item: Application Bypass Reason: N/A Informational on withdraw of product Comments:		
Bypassed - Item: Health - Actuarial Justification Bypass Reason: N/A Informational on withdraw of product Comments:		
Bypassed - Item: Outline of Coverage Bypass Reason: N/A Informational on withdraw of product Comments:		
Satisfied - Item: Letter of Notice Comments: Attachment: LTC.pdf	Filed	02/22/2011

January 20, 2011

Arkansas Department of Insurance
Life and Health Division
Via SERFF

RE: AL2100P-AR et al.

Dear Sir or Madam:

This letter is to notify you that Assurity Life Insurance Company will cease marketing its long term care policy, AL2100P-AR and its associated application and riders, effective March 11, 2011. This is a qualified long term care individual insurance policy. We will continue to maintain and service any active policies in this block of business.

The Company made the determination to cease marketing the product on December 22, 2010. It has announced its intent to cease marketing to all agents appointed to sell long term care insurance. This decision was made due to lack of adequate production.

Please let me know if you have any questions.

Sincerely,



Carol Watson
Vice President, General Counsel
and Secretary