

SERFF Tracking Number: AEGJ-126973886 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number: 48288  
Company Tracking Number: ADV TLC NFL EKL HTA 0111  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: TLC NFL EKL HTA 0111  
Project Name/Number: TLC NFL EKL HTA 0111/TLC NFL EKL HTA 0111

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TLC NFL EKL HTA 0111

SERFF Tr Num: AEGJ-126973886 State: Arkansas

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-Closed

State Tr Num: 48288

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: ADV TLC NFL EKL HTA 0111

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer, Stephanie Fowler

Authors: Julie Maclin, Joan Shumaker, Patsy Holt

Disposition Date: 03/21/2011

Date Submitted: 03/18/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: TLC NFL EKL HTA 0111

Status of Filing in Domicile: Not Filed

Project Number: TLC NFL EKL HTA 0111

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: Not required to file in Iowa, our state of domicile.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 03/21/2011

Deemer Date:

State Status Changed: 03/21/2011

Submitted By: Julie Maclin

Created By: Julie Maclin

Filing Description:

Corresponding Filing Tracking Number:

Please see cover letter under Supporting Documentation tab.

## Company and Contact

### Filing Contact Information

Julie Maclin, Senior Policy Analyst

julie.maclin@transamerica.com

P.O. Box 93007

800-553-7600 [Phone] 3446 [Ext]

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 Hurst, TX 76053-3007 817-285-3394 [FAX]

**Filing Company Information**

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

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**Filing Fees**

Fee Required?	Yes
Fee Amount:	\$100.00
Retaliatory?	No
Fee Explanation:	\$50 fee per ad x 2 ads = \$100
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$100.00	03/18/2011	45773812

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/21/2011	03/21/2011

*SERFF Tracking Number:*      *AEGJ-126973886*                      *State:*                      *Arkansas*  
*Filing Company:*              *Transamerica Life Insurance Company*              *State Tracking Number:*      *48288*  
*Company Tracking Number:*      *ADV TLC NFL EKL HTA 0111*  
*TOI:*                      *LTC03I Individual Long Term Care*              *Sub-TOI:*                      *LTC03I.001 Qualified*  
*Product Name:*              *TLC NFL EKL HTA 0111*  
*Project Name/Number:*      *TLC NFL EKL HTA 0111/TLC NFL EKL HTA 0111*

## **Disposition**

Disposition Date: 03/21/2011

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	Cover Letter	Filed	Yes
Supporting Document	TLC NFL EKL 0111 Variables	Filed	Yes
Form	Enclosure Letter	Filed	Yes
Form	How to Apply	Filed	Yes

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## Form Schedule

**Lead Form Number: TLC NFL EKL 0111**

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/21/2011	TLC NFL EKL 0111	Advertising Enclosure Letter	Initial		0.000	TLC NFL EKL 0111 filing.pdf
Filed 03/21/2011	TLC NFL HTA 0111	Advertising How to Apply	Initial		0.000	TLC NFL HTA 0111 filing.pdf



TRANSAMERICA LIFE INSURANCE COMPANY



**Re: The NFL Retiree<sup>1</sup> Long Term Care Insurance Program**

Dear Retiree,

The NFL<sup>2</sup> and Transamerica Life Insurance Company are pleased to provide you with this application kit for the TransCare<sup>®</sup> Long Term Care insurance program. The program sponsored by the NFL is available to you, the retiree, **at no charge**.<sup>3</sup> TransCare<sup>®</sup> is a great addition to your retirement benefits and shows the NFL's commitment to you. You can rest assured knowing that the NFL has chosen a Long Term Care insurance policy that is backed by one of the top financial services companies in the U.S.<sup>4</sup>, Transamerica Life Insurance Company.

The enclosed application kit contains the information that you will need during the application process and instructions on how to apply. We have also included information describing your spouse's<sup>5</sup> eligibility to apply for the same coverage in greater detail including spousal premium discounts. The TransCare<sup>®</sup> brochure is included to give you details on this offer and information on the benefits included in the NFL Retiree Long Term Care Insurance Program. As an eligible retiree, you may apply for this coverage. However, your acceptance for coverage will be subject to underwriting approval by Transamerica Life.

This is a limited time offer, and it will expire on [Month XX, 2011].

Take advantage of this offer today to help protect your assets from the expense of long term care services. TransCare<sup>®</sup> will also help protect your savings so that you can use them for their intended purpose - living your life!

**Remember, this is an exclusive offer intended only for NFL Retirees<sup>1</sup> so call Transamerica Life at (800) 260-7512.** A Transamerica Life insurance agent<sup>6</sup> will be happy to assist you. For your convenience, you can also visit our website at [www.MyNFLLTci.com](http://www.MyNFLLTci.com) to schedule a telephone appointment.

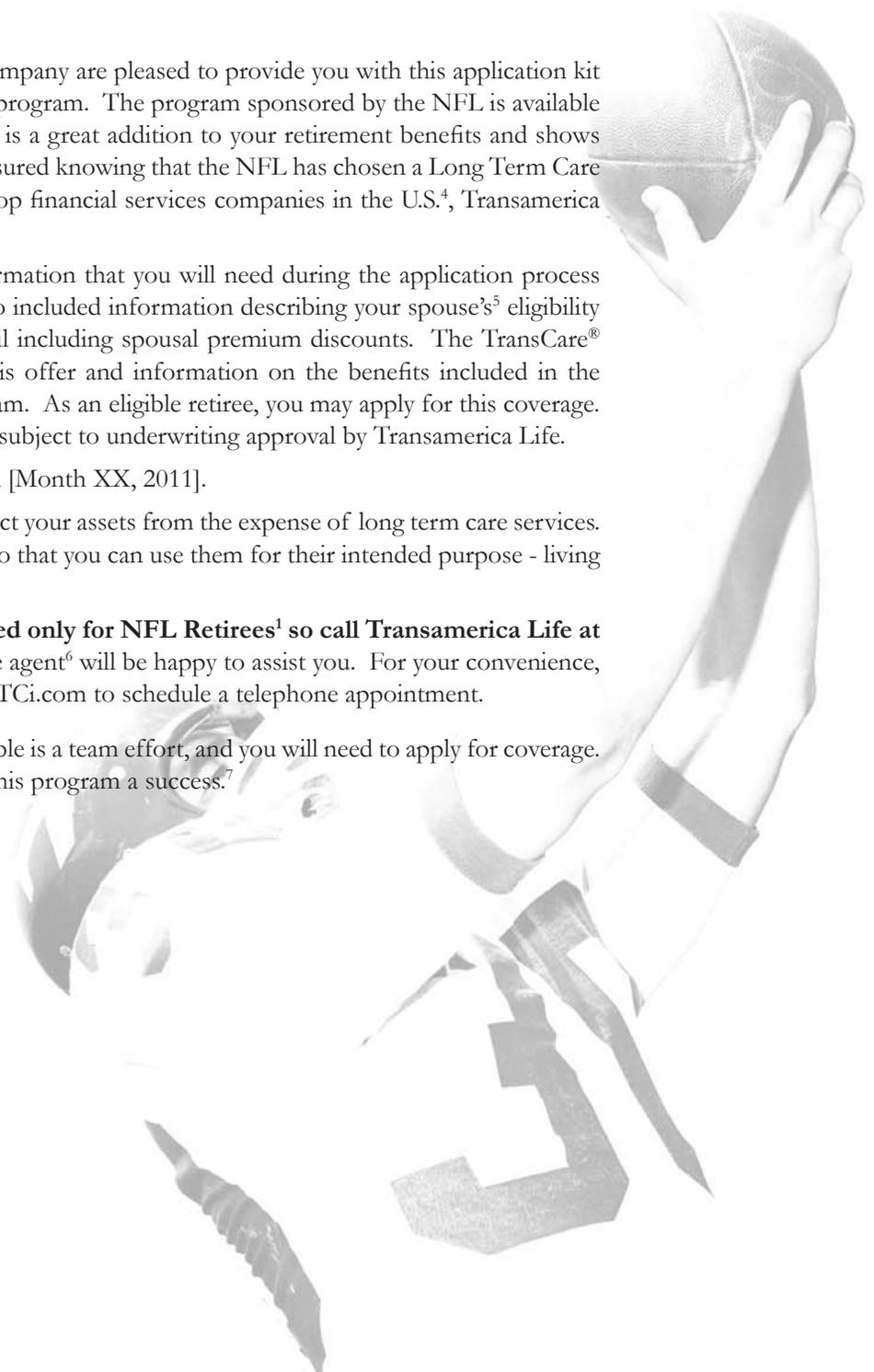
Please remember that making this benefit available is a team effort, and you will need to apply for coverage. Your participation is needed in order to make this program a success.<sup>7</sup>

*Don't delay. This is a limited time offer!*

Sincerely,

Ross Bagshaw  
**President**

TRANSAMERICA LONG TERM CARE



<sup>1</sup>NFL Retirees who are eligible for the Program are those who (i) are vested in the Bert Bell/Pete Rozelle NFL Player Retirement Plan and (ii) have attained age 50 but have not yet attained age 76.

<sup>2</sup>Program sponsored by the NFL Management Council.

<sup>3</sup>If the NFL should stop paying premiums, the NFL retiree will be responsible for payment of premiums to keep coverage in force.

<sup>4</sup>A.M. Best Co., Best Week, June 15, 2009.

<sup>5</sup>Under this Policy, the term "spouse/partner" and "couple" may include married persons, domestic partners and/or civil union partners. Consult your insurance agent/producer for details about requirements in your state.

<sup>6</sup>agent/producer.

<sup>7</sup>Participation requirements must be met before any coverage decision can be made.

TransCare® is underwritten by Transamerica Life Insurance Company. Exclusions and Limitations apply. See the Outline of Coverage for complete details. This advertisement is for sales purposes and an insurance agent/producer will contact you.

TRANSAMERICA LIFE INSURANCE COMPANY

# TRANSCARE<sup>®</sup>

A Plan Designed for a Changing Future<sup>®</sup>

INDIVIDUAL LONG TERM CARE INSURANCE

HOW TO APPLY



TRANSAMERICA  
LONG TERM CARE

# TRANSCARE<sup>®</sup>

A Plan Designed for a Changing Future<sup>®</sup>

INDIVIDUAL LONG TERM CARE INSURANCE

## How to Apply

Applying in the NFL Retiree Long Term Care Insurance Program is easy. All you need to do is

1. Call (800) 260-7512 or visit [www.MyNFLLTCL.com](http://www.MyNFLLTCL.com) to schedule a telephone appointment
2. Speak to a Friendly and Knowledgeable Transamerica Life Agent<sup>1</sup>
3. Apply for Coverage<sup>2</sup>
4. That's all. We'll do the rest.

<sup>1</sup>Agent/producer

<sup>2</sup>As a retiree, you are eligible to apply for this program. However, your acceptance for coverage will be subject to your underwriting approval by Transamerica Life.

TransCare<sup>®</sup> is underwritten by Transamerica Life Insurance Company. Exclusions and Limitations apply. See the Outline of Coverage for complete details. This advertisement is for sales purposes and an insurance agent/producer will contact you.



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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b>	Cover Letter	Filed	03/21/2011
<b>Comments:</b>			
<b>Attachment:</b>			
	AR ltr.pdf		

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b>	TLC NFL EKL 0111 Variables	Filed	03/21/2011
<b>Comments:</b>			
<b>Attachment:</b>			
	EKL HTA Variables.pdf		



Home Office: Cedar Rapids, Iowa  
Long Term Care Division  
P O Box 95302  
Hurst, Texas 76053-5302  
800-553-7600, ext 3446  
julie.maclin@transamerica.com

March 18, 2011

Commissioner Jay Bradford  
1200 West Third Street  
Little Rock, AR 72201

RE: **Long Term Care Advertising**  
**NAIC #:** 86231  
**FEIN #:** 39-0989781  
**Form # / Description:** TLC NFL EKL 0111 Invitation to Inquire  
TLC NFL HTA 0111 Invitation to Inquire

Dear Commissioner Bradford:

Enclosed are the referenced forms submitted for your review and approval. These forms are not intended to replace any previously approved forms.

These forms will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

It is our intention to use these forms in both paper and electronic form.

These forms will be used in combination with the web site filing currently pending under SERFF # AEGJ-127036236.

Bracketed information is intended to be variable. Please see the Variables document on the Supporting Documentation tab.

We trust that these forms will meet with your approval. If you have any questions, please contact me.

Sincerely,

A handwritten signature in black ink that reads "Julie A. Maclin".

Julie A. Maclin, ACS  
Senior Policy Analyst  
Long Term Care Division

## VARIABLES DOCUMENT

TLC NFL EKL 0111

[Month XX, 2011] will be the applicable date