

SERFF Tracking Number: NYLC-127074583 State: Arkansas
Filing Company: New York Life Insurance and Annuity Corporation State Tracking Number: 48224
Company Tracking Number: 14549
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: 2010 Asset Preserver Advertising Phase II
Project Name/Number: 2010 Asset Preserver Advertising Phase II/14549

Filing at a Glance

Company: New York Life Insurance and Annuity Corporation

Product Name: 2010 Asset Preserver Advertising Phase II SERFF Tr Num: NYLC-127074583 State: Arkansas

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed-Closed State Tr Num: 48224

Sub-TOI: LTC03I.001 Qualified Co Tr Num: 14549 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Harris Shearer, Stephanie Fowler

Authors: Team Leader, Robert Williams III Disposition Date: 03/16/2011

Date Submitted: 03/11/2011 Disposition Status: Filed-Closed
Implementation Date: Implementation Date:

Implementation Date Requested: On Approval
State Filing Description:

General Information

Project Name: 2010 Asset Preserver Advertising Phase II

Project Number: 14549

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: Resubmission

Individual Market Type:

Filing Status Changed: 03/16/2011

State Status Changed: 03/16/2011

Created By: Robert Williams III

Corresponding Filing Tracking Number:

Filing Description:

Re: New York Life Insurance and Annuity Corporation

NAIC#: 82691596

FEIN#: 13-3044743

Individual Life

Advertising material for NYLIAC Asset Preserver (a Universal Life Insurance

Policy Form with Acceleration of the Death Benefit for Qualified Long Term Care or Terminal Illness)

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Previous Filing Number: NYLC-126846519

Overall Rate Impact:

Deemer Date:

Submitted By: Robert Williams III

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Form 14549

Dear Commissioner:

Enclosed is advertising material which will be used by our field force in soliciting applications for the NYLIAC Asset Preserver Policy (Policy form 898-60.55CS) approved on 6/18/2007 DOI #36049, and for updates to the 2001 CSO Mortality Table. This policy is a modified single premium Universal Life Insurance contract with provisions to accelerate the death benefit for Qualified Long Term Care or terminal illness.

This is not replacing any forms that have been previously filed with your Department. Form 14549 will be used as a prospecting postcard to the general public.

We reserve the right to use the forms in their paper format or as text images on the New York Life Company web site, www.newyorklife.com, or other websites advertising New York Life Insurance and Annuity Corporation products and services. The web site will consist of the text and may or may not include graphics. Some items can be produced on agents' personal computers and may therefore vary in color or appearance. We may make some of the material available through other media such as radio or television.

If you have any questions about this material or require additional information, please contact me at 1-877-464-0198, fax me at 212-447-4141 or email me at Linda_E._LoPinto@NewYorkLife.com. Thank you for your attention to this matter.

Sincerely,

Linda E. LoPinto
Corporate Vice President
Agency-Life Operations
Encl.

Company and Contact

Filing Contact Information

Robert Williams III, Contract Associate III Robert_Williams_III@nyl.com
51 Madison Avenue 212-576-3449 [Phone]
Room 606 212-447-4141 [FAX]
New York, NY 10010

Filing Company Information

New York Life Insurance and Annuity CoCode: 91596 State of Domicile: Delaware

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 Corporation
 51 Madison Ave Group Code: 826 Company Type: Life
 New York, NY 10010 Group Name: NYLIC State ID Number:
 (212) 576-4809 ext. [Phone] FEIN Number: 13-3044743

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
New York Life Insurance and Annuity Corporation	\$50.00	03/11/2011	45480859

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/16/2011	03/16/2011

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Disposition

Disposition Date: 03/16/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Are Your Assets Keeping Up With Your Changing Needs?	Filed	Yes

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Form Schedule

Lead Form Number: 14549

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/16/2011	14549	Advertising	Are Your Assets Keeping Up With Your Changing Needs?	Initial		0.000	14549_0211_AP_Postcard AR.pdf

Are Your Assets Keeping Up With Your Changing Needs?



- ▶ **Flexible Life and Long-Term Care Protection**
- ▶ **Tax Advantages**
- ▶ **Lifetime Money-Back Guarantee¹**



NYLIAC Asset Preserver[®], a universal life insurance policy, offers all this with just one premium payment.



NYLIAC Asset Preserver^{®*}

- ▶ Guaranteed² leveraged life insurance coverage
- ▶ Option to access the death benefit to help cover the cost of qualified long-term care, if needed
- ▶ Guaranteed² tax-deferred cash value accumulation
- ▶ Generally income tax-free distribution of life insurance benefits

Call Me. I can tell you how Asset Preserver can help protect and leverage your assets into a more secure future.

Agent (CA/AR Ins. Lic. #) New York Life Insurance Company

Address

Telephone

¹ Money-back guarantee void if loans or withdrawals are made or LTC benefits are paid. In Maryland, this is called the Conditional Money-Back Guarantee.

² Guarantees are based on the claims-paying ability of the issuing company.

* Issued by New York Life Insurance and Annuity Corporation, a wholly owned subsidiary of New York Life Insurance Company.

In most jurisdictions, the NYLIAC Asset Preserver[®] policy form number is 898-60. In Oregon, the policy form number is 898-60.27. In Idaho, the policy form number is 898-60.48.