

SERFF Tracking Number:	GRAX-G127176830	State:	Arkansas
Filing Company:	Great American Life Insurance Company	State Tracking Number:	48828
Company Tracking Number:	E1024404NW		
TOI:	A02I Individual Annuities- Deferred Non-Variable	Sub-TOI:	A02I.002 Flexible Premium
Product Name:	Annuity Individual Fixed		
Project Name/Number:	Annuity Individual Fixed/E1024404NW		

Filing at a Glance

Company: Great American Life Insurance Company

Product Name: Annuity Individual Fixed	SERFF Tr Num: GRAX-G127176830	State: Arkansas
TOI: A02I Individual Annuities- Deferred Non-Variable	SERFF Status: Closed-Accepted For Informational Purposes	State Tr Num: 48828
Sub-TOI: A02I.002 Flexible Premium	Co Tr Num: E1024404NW	State Status: Filed-Closed
Filing Type: Form	Author: SPI	Reviewer(s): Linda Bird
	GreatAmericanFinancialRes	Disposition Date: 05/24/2011
	Date Submitted: 05/19/2011	Disposition Status: Accepted For Informational Purposes
Implementation Date Requested:		Implementation Date:

State Filing Description:

General Information

Project Name: Annuity Individual Fixed	Status of Filing in Domicile: Pending
Project Number: E1024404NW	Date Approved in Domicile:
Requested Filing Mode: Informational	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 05/24/2011
	State Status Changed: 05/24/2011
Deemer Date:	Created By: SPI GreatAmericanFinancialRes
Submitted By: SPI GreatAmericanFinancialRes	Corresponding Filing Tracking Number:
Filing Description:	

Please accept this letter as notification to your department of Great American Life Insurance Company's intent to expand the usage of the above referenced endorsement. Form number E1024404NW, was approved by your department on 7/28/2004. We intend to expand the usage of this endorsement as described below.

Some, but not all, of our deferred annuity contracts allow the owner to elect annuitization under a fixed period settlement option that is irrevocable, and cannot be assigned or transferred. For any deferred annuity contract that does not provide that option, we will add endorsement E1024404NW upon annuitization at the request of the owner who wishes

SERFF Tracking Number: GRAX-G127176830 State: Arkansas
 Filing Company: Great American Life Insurance Company State Tracking Number: 48828
 Company Tracking Number: E1024404NW
 TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.002 Flexible Premium
 Variable
 Product Name: Annuity Individual Fixed
 Project Name/Number: Annuity Individual Fixed/E1024404NW

that type of payment.

Company and Contact

Filing Contact Information

Brenda Little, Senior Compliance Filing Analyst blittle@gafri.com
 P. O. Box 5420 513-412-2725 [Phone] 12725 [Ext]
 Cincinnati, OH 45201-5420 513-361-5967 [FAX]

Filing Company Information

Great American Life Insurance Company CoCode: 63312 State of Domicile: Ohio
 P. O. Box 5420 Group Code: 84 Company Type:
 Cincinnati, OH 45201-5420 Group Name: Great American State ID Number:
 Financial Resources, Inc.
 (800) 854-3649 ext. [Phone] FEIN Number: 13-1935920

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great American Life Insurance Company	\$0.00	05/19/2011	

SERFF Tracking Number: GRAX-G127176830 State: Arkansas
Filing Company: Great American Life Insurance Company State Tracking Number: 48828
Company Tracking Number: E1024404NW
TOI: A021 Individual Annuities- Deferred Non- Sub-TOI: A021.002 Flexible Premium
Variable
Product Name: Annuity Individual Fixed
Project Name/Number: Annuity Individual Fixed/E1024404NW

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	05/24/2011	05/24/2011

SERFF Tracking Number: GRAX-G127176830 *State:* Arkansas
Filing Company: Great American Life Insurance Company *State Tracking Number:* 48828
Company Tracking Number: E1024404NW
TOI: A021 Individual Annuities- Deferred Non- *Sub-TOI:* A021.002 Flexible Premium
Variable
Product Name: Annuity Individual Fixed
Project Name/Number: Annuity Individual Fixed/E1024404NW

Disposition

Disposition Date: 05/24/2011

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GRAX-G127176830 State: Arkansas
 Filing Company: Great American Life Insurance Company State Tracking Number: 48828
 Company Tracking Number: E1024404NW
 TOI: A021 Individual Annuities- Deferred Non- Sub-TOI: A021.002 Flexible Premium
 Variable
 Product Name: Annuity Individual Fixed
 Project Name/Number: Annuity Individual Fixed/E1024404NW

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Cover Letter		Yes

SERFF Tracking Number: GRAX-G127176830 State: Arkansas
Filing Company: Great American Life Insurance Company State Tracking Number: 48828
Company Tracking Number: E1024404NW
TOI: A021 Individual Annuities- Deferred Non- Sub-TOI: A021.002 Flexible Premium
Variable
Product Name: Annuity Individual Fixed
Project Name/Number: Annuity Individual Fixed/E1024404NW

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Cover Letter		
Comments:		
Attachment:		
Cover Letter.PDF		



LIFE INSURANCE COMPANY

Administrative Mailing Address: P.O. Box 5420, Cincinnati, Ohio 45201-5420

May 19, 2011

NAIC No. 0084-63312
FEIN No. 13-1935920

Insurance Commissioner Jay Bradford
Compliance - Life and Health
Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

RE: Informational Filing - Great American Life Insurance Company
E1024404NW - Endorsement

Dear Insurance Commissioner Bradford:

Please accept this letter as notification to your department of Great American Life Insurance Company's intent to expand the usage of the above referenced endorsement. Form number E1024404NW, was approved by your department on 7/28/2004. We intend to expand the usage of this endorsement as described below.

Some, but not all, of our deferred annuity contracts allow the owner to elect annuitization under a fixed period settlement option that is irrevocable, and cannot be assigned or transferred. For any deferred annuity contract that does not provide that option, we will add endorsement E1024404NW upon annuitization at the request of the owner who wishes that type of payment.

With this information, I look forward to receiving a favorable response to this filing.

If you have any questions or require additional information regarding this submission, please feel free to contact me at either of the phone numbers indicated below or via e-mail at blittle@gafri.com.

Sincerely,

Brenda Little
Senior Compliance Filing Analyst

BRENDA LITTLE , SENIOR COMPLIANCE FILING ANALYST
(800) 854-3649 (TOLL FREE - EXT. 12725)
(513) 412-2725 (DIRECT DIAL) * (513) 361-5967 FAX