

SERFF Tracking Number: NALF-127172294 State: Arkansas
Filing Company: Life Insurance Company of the Southwest State Tracking Number: 48802
Company Tracking Number: 8976(0511)
TOI: A071 Individual Annuities - Special Sub-TOI: A071.001 Equity Indexed
Product Name: Immediate Interest Credit Rider
Project Name/Number: Immediate Interest Credit Rider /8976(0511)

Filing at a Glance

Company: Life Insurance Company of the Southwest

Product Name: Immediate Interest Credit Rider SERFF Tr Num: NALF-127172294 State: Arkansas

TOI: A071 Individual Annuities - Special SERFF Status: Closed-Approved- State Tr Num: 48802
Closed

Sub-TOI: A071.001 Equity Indexed Co Tr Num: 8976(0511) State Status: Approved-Closed

Filing Type: Form Reviewer(s): Linda Bird

Authors: Junan Boldrey, Dionne Wills Disposition Date: 05/20/2011

Date Submitted: 05/17/2011 Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Immediate Interest Credit Rider

Project Number: 8976(0511)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Dionne Wills

Filing Description:

RE: Life Insurance Company of the Southwest (LSW)

Immediate Interest Credit Rider Form 8976(0511)

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This rider is pending approval in domicile.

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/20/2011

State Status Changed: 05/20/2011

Created By: Dionne Wills

Corresponding Filing Tracking Number:

Submission: Submitted for your review is a copy of the above referenced form. This form is new and will not replace any existing form. This form has not been previously submitted to your department. The Immediate Interest Credit Rider is new for our company.

Form Readability Statistics:

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Description Form Number Flesch Score
Immediate Interest Credit Rider Form 8976(0511) 54.7

Immediate Interest Credit Rider Form. We will credit an amount called the Immediate Interest Credit to the Policy on the Issue Date. The amount of the Immediate Interest Credit will be equal to the Immediate Interest Credit Percentage multiplied by the Net Single Premium.

Form Usage. This rider will be used with form 8965 (0411) that was approved by your department on 04/29/2011 under SERFF tracking number NALF-127127347.

The Market. LSW will offer the rider through all licensed agents contracted with the company for sale to the general public.

Statement of Variability. A Statement of Variability disclosing the rider's variable elements that are bracketed is enclosed.

Actuarial Requirements. A Memorandum demonstrating compliance of the Immediate Interest Credit Rider form with the Standard Nonforfeiture Law for Individual Deferred Annuities is enclosed.

Company and Contact

Filing Contact Information

Junan Boldrey, Manager, Policy Filings, jboldrey@nationallife.com
Retirement Division
15455 Dallas Parkway 800-543-3794 [Phone] 9316 [Ext]
Suite 800 214-638-9196 [FAX]
Addison, TX 75001

Filing Company Information

Life Insurance Company of the Southwest CoCode: 65528 State of Domicile: Texas
15455 Dallas Parkway Group Code: -99 Company Type:
Suite 800 Group Name: State ID Number: 1117
Addison, TX 75001 FEIN Number: 75-0953004
(214) 638-9316 ext. [Phone]

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Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? Yes
Fee Explanation: Domicile filing fee is 100.00.
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Life Insurance Company of the Southwest	\$100.00	05/17/2011	47689981

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	05/20/2011	05/20/2011

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Disposition

Disposition Date: 05/20/2011

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
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Actuarial Memo		No
Supporting Document	Statement of Variability		Yes
Supporting Document	Cert of Compliance		Yes
Supporting Document	EIA Certification		Yes
Form	Immediate Interest Credit Rider		Yes

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Form Schedule

Lead Form Number: 8976(0511)

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	8976(0511)	Policy/Cont ract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	Initial		54.700	IIC Rider 8976.pdf

IMMEDIATE INTEREST CREDIT RIDER

Life Insurance Company of the Southwest [LSW] [www.lifeofsouthwest.com]
[1300 West Mockingbird Lane, Dallas, Texas 75247-4921] [Customer Service 1-800-579-2878]

Immediate Interest Credit Percentage: [3.00%]
Immediate Interest Credit at Issue: [\$300.00]

PART 1: POLICY VALUES

This Rider modifies the Policy to which it is attached.

We will credit an amount called the Immediate Interest Credit to the Policy on the Issue Date. The amount of the Immediate Interest Credit will be equal to the Immediate Interest Credit Percentage multiplied by the Net Single Premium. This amount is in addition to other amounts credited to the Policy by its provisions. The Immediate Interest Credit is allocated among the Interest Accounts only, in the same proportions as the Net Single Premium is allocated according to Your instructions as recorded in Your application for the Policy.

The value of the Declared Interest Account at any time includes those appropriate values identified in the Policy plus any portion of the Immediate Interest Credit allocated to the Declared Interest Account.

The value of an Indexed Interest Account at any time includes those appropriate values identified in the Policy plus any portion of the Immediate Interest Credit allocated to that Indexed Interest Account.

PART 2: RIDER CHARGES

There are no charges for this Rider.

PART 3: RIDER TERMINATION

This Rider terminates upon the termination of the Policy to which it is attached.

PART 4: GENERAL PROVISIONS

This Rider is part of the Policy to which it is attached. The Rider is subject to all terms, conditions, and provisions contained in the Policy. The provisions of this Rider apply in lieu of any Policy provision to the contrary.

The provisions of this Rider begin on the Policy's Issue Date.

This Rider has no cash value or loan value.

All terms not defined in this Rider refer to the terms as used in the Policy.

In all other respects, the Policy's provisions remain unchanged.

SIGNED FOR LIFE INSURANCE COMPANY OF THE SOUTHWEST



Secretary

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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification		
Comments:		
Attachment: 8976 AR Read Cert.pdf		

	Item Status:	Status Date:
Satisfied - Item: Application		
Comments: We will use previously approved application 7909, approved in Arkansas on April 30, 2001.		

	Item Status:	Status Date:
Satisfied - Item: Statement of Variability		
Comments:		
Attachment: 8976(0511) SOV.pdf		

	Item Status:	Status Date:
Satisfied - Item: Cert of Compliance		
Comments:		
Attachment: 8976 AR Certification of Compliance.pdf		

	Item Status:	Status Date:
Satisfied - Item: EIA Certification		
Comments:		
Attachment:		

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8976 AR EIA Certification.pdf

STATE OF ARKANSAS
DEPARTMENT OF INSURANCE
READABILITY CERTIFICATION

Arkansas Rule ACA 23-80-206

Company Name Life Insurance Company of the Southwest **NAIC #** 65528,

hereby certifies that the following form(s) achieve a Flesch reading ease test score of:

FORM NUMBER

FLESCH SCORE

8976(0511)

54.7

Michael C. Ward

Digitally signed by Michael Ward
Date: 2011.05.17 13:22:19
-05'00'

Signature

Michael C. Ward, FSA, MAAA, Vice President- Actuarial

May 17, 2011

Date

Form No. 8976(0511) - Statement of Variability

Variables for the street address, website address, and phone number – these items are subject to change.

Variables for the officer title and signature – signature of the officer currently holding that title. In the event the title of the officer signing the form changes, any new title utilized will be the title of an officer of the company.

The rider's elements which are bracketed are limited to the following values:

- Immediate Interest Credit Percentage – 1.00% to 10.00%
- Immediate Interest Credit at Issue – the dollar amount of the Immediate Interest Credit based on the Net Single Premium and the Immediate Interest Credit Percentage

**Arkansas Certification of Compliance with External Index Guidelines
Form 8976(0511)**

1. I certify that Life Insurance Company of the Southwest has reviewed and evaluated the contract summary disclosure which will be used with the submitted policy form. I also certify that the contract summary is in no way deceptive, confusing or misleading and provides the information as provided in the External Index Contract Guidelines document.

2. I certify that Life Insurance Company of the Southwest will address external-indexed contracts separately in the annual (Section 8) actuarial opinion and memorandum addressing each year the amount and type of assets held and the level of reserves and how developed.

3. I certify that Life Insurance Company of the Southwest will establish and maintain a detailed file defining the system for hedging. Such file will include the results of regular analysis of the effectiveness of the system.

Michael C. Ward

Digitally signed by Michael Ward
Date: 2011.05.17 13:21:58 -05'00'

Signature

Michael C. Ward, FSA, MAAA, Vice President, Actuarial

May 17, 2011

Date