

SERFF Tracking Number: PRTA-127358430 State: Arkansas
 Filing Company: Protective Life Insurance Company State Tracking Number: 49501
 Company Tracking Number: VICKIE-PS3
 TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
 Product Name: PWL-03S 8-11
 Project Name/Number: PWL-03S 8-11/PWL-03S 8-11

Filing at a Glance

Company: Protective Life Insurance Company

Product Name: PWL-03S 8-11

TOI: L071 Individual Life - Whole

Sub-TOI: L071.101 Fixed/Indeterminate
 Premium - Single Life

Filing Type: Form

SERFF Tr Num: PRTA-127358430 State: Arkansas

SERFF Status: Closed-Approved-
 Closed State Tr Num: 49501

Co Tr Num: VICKIE-PS3

State Status: Approved-Closed

Author: Vickie Jerkins

Date Submitted: 08/09/2011

Reviewer(s): Linda Bird

Disposition Date: 08/15/2011

Disposition Status: Approved-
 Closed

Implementation Date Requested: 10/03/2011

State Filing Description:

Implementation Date:

General Information

Project Name: PWL-03S 8-11

Project Number: PWL-03S 8-11

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Vickie Jerkins

Filing Description:

FORM NUMBER.....FORM TITLE

PWL-03S 8-11.....Policy Schedule

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This filing has been
 submitted to our domiciliary state of Tennessee,
 concurrently.

Market Type: Individual

Individual Market Type:

Filing Status Changed: 08/15/2011

State Status Changed: 08/15/2011

Created By: Vickie Jerkins

Corresponding Filing Tracking Number:

The above referenced Individual Life Filing is being submitted for filing acknowledgement or prior approval, as appropriate. This filing does not contain any unusual or possibly controversial items that vary from normal company or industry standards. This filing has been submitted to our domiciliary state of Tennessee, concurrently.

<i>SERFF Tracking Number:</i>	<i>PRTA-127358430</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Protective Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>49501</i>
<i>Company Tracking Number:</i>	<i>VICKIE-PS3</i>		
<i>TOI:</i>	<i>L071 Individual Life - Whole</i>	<i>Sub-TOI:</i>	<i>L071.101 Fixed/Indeterminate Premium - Single Life</i>
<i>Product Name:</i>	<i>PWL-03S 8-11</i>		
<i>Project Name/Number:</i>	<i>PWL-03S 8-11/PWL-03S 8-11</i>		

The submitted form was created using fonts of 10 point or greater in the case of logos, addresses, headings. The form is in final laser printed format, subject only to minor modification in paper size, stock, ink, font style, border, company logo and adaptation to computer printing. The fonts will never be smaller than 10 point. The Policy Schedule is scored as part of the Policy and obtains an appropriate FLESCH Ease of Reading Test Score of 54.

The submitted Policy Schedule (Pages 3 and 3A) will replace previously approved version PWL-03S 7-11 which is issued with Whole Life Insurance Policy PWL-03-AR 5-11 (Both Approved on May 24, 2011 under SERFF Tracking No. PRTA-127160406). As of the date of this filing, the previously approved version has not yet been implemented but will be in the 3rd Quarter of this calendar year.

During the system implementation process for the above referenced Policy, it came to our attention that the Annual Policy Fee while shown in the Statement of Policy Cost and Benefit Disclosure and notated in any future marketing materials was not transparent for the average consumer. For ease of understanding and full disclosure, we have added the Annual Policy Fee to Schedule Page 3. Currently, this fee will be set at \$25 but is [bracketed] with supporting Statement of Variables for future fluctuation. Updated Actuarial Materials have been provided.

The Company will implement the revised Policy Schedules once all jurisdictions have approved the change. The revised Policy Schedules will be provided to new issue only.

As previously stated, the application currently used for selecting this product is PL-110-AR (04/10) Approved 09/01/2010 – Tracking No. PRTA-126765485, approved PLB-300-AR 2/11 Approved 03/15/2011 – Tracking No. PRTA-127061881.

If you need further information to complete the review of this filing, please do not hesitate to contact me. I can be reached via SERFF Notes, email at Vickie.Jerkins@protective.com or tollfree at 1-800-866-3555 ext. 5514.

Company and Contact

Filing Contact Information

Vickie Jerkins, Senior Policy Contract Filing Analyst	vickie.jerkins@protective.com
2801 Highway 280 South Birmingham, AL 35223	800-866-3555 [Phone] 5514 [Ext] 205-268-3401 [FAX]

Filing Company Information

Protective Life Insurance Company	CoCode: 68136	State of Domicile: Tennessee
2801 Highway 280	Group Code: 458	Company Type:
Birmingham, AL 35223	Group Name:	State ID Number:

SERFF Tracking Number: PRTA-127358430 State: Arkansas
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TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life

Product Name: PWL-03S 8-11
Project Name/Number: PWL-03S 8-11/PWL-03S 8-11

(800) 866-3555 ext. [Phone] FEIN Number: 63-0169720

Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Protective Life Insurance Company	\$50.00	08/09/2011	50467572

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Product Name: PWL-03S 8-11
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/15/2011	08/15/2011

SERFF Tracking Number: *PRTA-127358430* *State:* *Arkansas*
Filing Company: *Protective Life Insurance Company* *State Tracking Number:* *49501*
Company Tracking Number: *VICKIE-PS3*
TOI: *L071 Individual Life - Whole* *Sub-TOI:* *L071.101 Fixed/Indeterminate Premium - Single*
Product Name: *PWL-03S 8-11* *Life*
Project Name/Number: *PWL-03S 8-11/PWL-03S 8-11*

Disposition

Disposition Date: 08/15/2011

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: *PRTA-127358430* *State:* *Arkansas*
Filing Company: *Protective Life Insurance Company* *State Tracking Number:* *49501*
Company Tracking Number: *VICKIE-PS3*
TOI: *L071 Individual Life - Whole* *Sub-TOI:* *L071.101 Fixed/Indeterminate Premium - Single Life*

Product Name: *PWL-03S 8-11*
Project Name/Number: *PWL-03S 8-11/PWL-03S 8-11*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Supporting Documentation:		Yes
Form	Policy Schedule		Yes

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Form Schedule

Lead Form Number: PWL-03S 8-11

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	PWL-03S 8-11	Schedule Pages	Policy Schedule	Revised	Replaced Form #: PWL-03S 7-11 Previous Filing #: PRTA-127160406	54.000	PWL-03S 8-11.pdf

PROTECTIVE LIFE INSURANCE COMPANY

POLICY SCHEDULE

FACE AMOUNT: [\$100,000] **POLICY NUMBER:** [Specimen]
EFFECTIVE DATE: [November 25, 2011] **PREMIUM CLASS:** [Standard – Non-Smoker]
INSURED: [John Doe] **ISSUE AGE:** [35]
OWNER: [John Doe] **GENDER:** [Male]

LOAN INTEREST RATE: [6%]
REINSTATEMENT RATE: [6% Annual Rate]
ANNUAL POLICY FEE: [\$25.00]

SCHEDULE OF BENEFITS AND PREMIUMS

FORM NO.	BENEFITS	BENEFIT AMOUNT	ANNUAL PREMIUM*	PREMIUM PERIOD
[PWL-03 7-11	Life Insurance	\$100,000	\$1,084.00	For Life]

*Includes Annual Policy Fee

TOTAL PREMIUM FOR ALL BENEFITS

ANNUAL	SEMI-ANNUAL	QUARTERLY	MONTHLY	PRE-AUTHORIZED CHECK
[\$1,084.00	\$558.26	\$284.55	NA	\$94.85]

ALL AMOUNTS SHOWN ABOVE AS 'TOTAL PREMIUM FOR ALL BENEFITS' INCLUDE THE PREMIUM FOR EACH RIDER AND WILL BE REDUCED BY THE AMOUNT OF SUCH PREMIUM AT THE END OF THE PREMIUM PERIOD SPECIFIED.

Basis of Computation: We use mortality rates from the [Commissioners 2001 Standard Ordinary Mortality Table] in computing the cash value shown on the Table of Non-Forfeiture Values. These mortality rates are also used to compute the amount and value of any Paid-Up Insurance benefits.

In our computations, we assume that any money held to pay future benefits guaranteed by this policy will earn interest at an annual rate of 5% for non-forfeiture values. Our calculations are based on the payment of premiums at the start of the year and the payment of death claims at the end of the year of death.

POLICY SCHEDULE (CONTINUED)

INSURED: [JOHN DOE]
POLICY NUMBER: [Specimen]

TABLE OF NONFORFEITURE VALUES

END OF POLICY YEAR	ATTAINED AGE OF INSURED	CASH VALUE	PAID UP INSURANCE
1	36	0	0
2	37	0	0
3	38	[308	[1,912
4	39	1,136	6,767
5	40	1,999	11,414
6	41	2,898	15,860
7	42	3,831	20,104
8	43	4,799	24,149
9	44	5,800	28,001
10	45	6,835	31,666
11	46	7,903	35,149
12	47	9,006	38,468
13	48	10,147	41,631
14	49	11,335	44,673
15	50	12,572	47,596
16	51	13,855	50,393
17	52	15,184	53,067
18	53	16,553	55,613
19	54	17,963	58,037
20	55	19,410	60,336
25	60	27,145	70,179
30	65	35,675]	77,792]

NON-FORFEITURE FACTOR PER \$1000 FACE AMOUNT USED TO CALCULATE VALUES NOT SHOWN ABOVE – [8.957393]

SERFF Tracking Number: PRTA-127358430 State: Arkansas
 Filing Company: Protective Life Insurance Company State Tracking Number: 49501
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 TOI: L071 Individual Life - Whole Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
 Product Name: PWL-03S 8-11
 Project Name/Number: PWL-03S 8-11/PWL-03S 8-11

Supporting Document Schedules

Item Status: **Status Date:**

Satisfied - Item: Flesch Certification

Comments:

The Policy Schedule is scored as part of the Policy and obtains an appropriate FLESCHEASE of Reading Test Score of 54.

Attachment:

Readability Certification.pdf

Item Status: **Status Date:**

Bypassed - Item: Application

Bypass Reason: Not Applicable to this filing.

Comments:

Item Status: **Status Date:**

Satisfied - Item: Life & Annuity - Actuarial Memo

Comments:

Attachment:

Actuarial Amendment and Description (PWL-03S).pdf

Item Status: **Status Date:**

Satisfied - Item: Supporting Documentation:

Comments:

Statement of Variables

Compare Document

Attachments:

Statement of Variability.pdf

Compare PWL-03S.pdf

Protective Life Insurance Company
Post Office Box 2606
Birmingham, Alabama 35282-9887

NAIC 458-68136
FEIN 63-0169720

READABILITY CERTIFICATION

Regarding:	Form Number	Form Title
	PWL-03S 8-11	Policy Schedule

This is to certify that the enclosed Policy Schedule form (and the corresponding state specific variations) has been created using fonts of 10 point or greater and has achieved compliance with the requirements for the FLESCH Ease of Reading Test, with a score of 54 when tested as a part of the entire policy.



Keith Kirkley, J.D., MBA
2ND Vice President, Compliance Officer
Life and Annuity Division
Protective Life Insurance Company

August 5, 2011

Protective Life Insurance Company
Birmingham, Alabama 35282-9887
NAIC 458-68136 / FEIN 63-0169720

STATEMENT OF VARIABILITY

**Form Number Series (and state variations):
PWL-03S 8-11 Policy Schedule**

Specimen data provided are for male, age 35, standard / non-smoker with a \$100,000 face amount. Data and table entries can depend on a number of factors including gender, age, rate class, premium, interest rates, etc.

Schedule Page numbering may vary due to length of table entries, etc.

No variables will change with respect to in-force policies without notification, appropriate regulatory approvals, and (where required) consent of the contract holder, owner or participant.

POLICY SCHEDULE

Items that vary by applicant, or "John Doe" information - Insured, Age, Gender, Premium Class, Owner, Face Amount, Effective Date.

Loan Interest Rate – Not more than 8%

Reinstatement Rate – Not more than 6%

Annual Policy Fee – Not less than \$25.00 nor more than \$100.00

Basis of Computation – May vary as to age nearest birthday or age last birthday, according to plan of insurance being issued. Mortality basis will be updated as necessary by future legislative or regulatory action. Will not be less favorable than 2001 CSO or current required by the state in which the policy is issued.

CERTIFICATION

I certify that the information contained in this Statement of Variability is true and correct to the best of my knowledge and belief, and that I am duly authorized by the company to make this certification.

Signed for the Company by:



Keith Kirkley, J.D., MBA
2nd Vice President and Compliance Officers
Protective Life Insurance Company
August 5, 2011

PROTECTIVE LIFE INSURANCE COMPANY

POLICY SCHEDULE

FACE AMOUNT: [\$100,000] **POLICY NUMBER:** [Specimen]
EFFECTIVE DATE: [November 25, 2011] **PREMIUM CLASS:** [Standard – Non-Smoker]
INSURED: [John Doe] **ISSUE AGE:** [35]
OWNER: [John Doe] **GENDER:** [Male]

LOAN INTEREST RATE: [6%]
REINSTATEMENT RATE: [6% Annual Rate]
ANNUAL POLICY FEE: [\$25.00]

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FORM NO.	BENEFITS	BENEFIT AMOUNT	ANNUAL PREMIUM*	PREMIUM PERIOD
[PWL-03 7-11	Life Insurance	\$100,000	\$1,084.00	For Life]

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TOTAL PREMIUM FOR ALL BENEFITS

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POLICY SCHEDULE (CONTINUED)

INSURED: [JOHN DOE]
POLICY NUMBER: [Specimen]

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