

<i>SERFF Tracking Number:</i>	<i>FBLA-127609588</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>EquiTrust Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>49705</i>
<i>Company Tracking Number:</i>	<i>SOV RE-FILING</i>		
<i>TOI:</i>	<i>A10 Annuities - Other</i>	<i>Sub-TOI:</i>	<i>A10.000 Annuities - Other</i>
<i>Product Name:</i>	<i>SOV Re-filing</i>		
<i>Project Name/Number:</i>	<i>SOV Re-filing/SOV Re-filing</i>		

Filing at a Glance

Company: EquiTrust Life Insurance Company

Product Name: SOV Re-filing

TOI: A10 Annuities - Other

Sub-TOI: A10.000 Annuities - Other

Filing Type: Form

SERFF Tr Num: FBLA-127609588 State: Arkansas

SERFF Status: Closed-Filed-
Closed State Tr Num: 49705

Co Tr Num: SOV RE-FILING

State Status: Filed-Closed

Reviewer(s): Linda Bird

Authors: Stacie Baker, Lillie Peshel, Disposition Date: 09/08/2011
Russ Gibson

Date Submitted: 09/02/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: SOV Re-filing

Project Number: SOV Re-filing

Requested Filing Mode:

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 08/31/2011

Domicile Status Comments: Approved by Iowa,
our state of domicile, in SERFF filing FBLA-
127420570.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 09/08/2011

State Status Changed: 09/08/2011

Deemer Date:

Created By: Stacie Baker

Submitted By: Russ Gibson

Corresponding Filing Tracking Number:

Filing Description:

The purpose of this filing is to extend the ranges on the caps, participation rates and spreads for the index annuity accounts to ranges that are wider than previously filed on the Statement of Variability. Please see the revised statement of variability contained herein, where the ranges for the caps and the participation rates are presented as a red-lined version which displays the changes from the previously-approved material.

The current economic environment has provided a set of new challenges with respect to fixed annuity products. Ranges for caps and participation rates are being revised to allow for changes which reflect the current market rates. This change would only apply to newly issued business and would have no impact on contracts already issued or inforce

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 annuity contracts.

The revised minimum caps will be used with the following previously approved annuity contracts:

Form Number	Contract	Approval Date
ET-MPP-2000(01-07)		03/16/2007
ET-EIA-2000(01-07)		03/08/2007
ET-MK7-2000(01-07)		05/14/2007
ET-MKB-2000(01-07)		04/06/2007
ET-EIA-2000(06-04)		07/07/2004
ET-MKB-2000(02-05)		08/15/2005
ET-BIA-2000(01-04)		02/20/2004
ET-EIA-2000(02-05)		02/11/2005
ET-MK7-2000(02-05)		02/23/2005
ET-MPP-2000(02-05)		03/08/2005
ET-MKB-2000(07-05)		08/15/2005
ET-MTA-2000(06-07)		06/12/2007
ET-MTB-2000(06-07)		06/12/2007
ET-STS-2000(03-06)		04/04/2006

No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

Your prompt review of this filing is greatly appreciated. If you have any questions, please feel free to contact me at the telephone number or listed herein or via SERFF.

Company and Contact

Filing Contact Information

Stacie Baker, Sr. Compliance Specialist I stacie.baker@equitrust.com
 5400 University Avenue 515-453-3406 [Phone]
 Box 14500 515-453-3401 [FAX]
 West Des Moines, IA 50266

Filing Company Information

EquiTrust Life Insurance Company	CoCode: 62510	State of Domicile: Iowa
5400 University Avenue	Group Code: 513	Company Type: stock
West Des Moines, IA 50266-5997	Group Name:	State ID Number:
(515) 225-5400 ext. [Phone]	FEIN Number: 42-1468417	

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Filing Fees

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
EquiTrust Life Insurance Company	\$0.00	09/02/2011	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	09/08/2011	09/08/2011

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Disposition

Disposition Date: 09/08/2011

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	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability		Yes

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Supporting Document Schedules

	Item Status:	Status Date:
<p>Bypassed - Item: Flesch Certification Bypass Reason: This item is not applicable to this particular filing. Comments:</p>		
<p>Bypassed - Item: Application Bypass Reason: This item is not applicable to this particular filing. Comments:</p>		
<p>Satisfied - Item: Life & Annuity - Actuarial Memo Comments: Attachment: Actuarial Memo for changing ranges on SOV.pdf</p>		
<p>Satisfied - Item: Statement of Variability Comments: Attachment: Statement of variability - New Accounts - Lowering Mins 2011.pdf</p>		

Revised Summary of Variable Material

Applies to Form # ET-BIA-2000(01-04), ET-MPP-2000(02-05), ET-MPP-2000(01-07), ET-EIA-2000(06-04), ET-EIA-2000(01-07), ET-MK7-2000(09-04), ET-MK7-2000(01-07), ET-MKB-2000(07-05), ET-MKB-2000(01-07), ET-MTB-2000(06-07), ET-MTA-2000(06-07)

Explanation of Variable Material: This document summarizes the revised variable material for the Interest and Index Accounts, and explains the timing, frequency, and basis for all potential variations.

<p>Participation Rate (Initial, Minimum, and Length)</p>	<p>The Participation Rate is determined at the beginning of each Indexing Period and is guaranteed to never be less than the minimum rate specified in the contract. The level of the Participation Rate will recognize the amount available for hedging at the beginning of each Indexing Period, and as such, will recognize the return on the bonds supporting the product and the current cost of call options. Ranges for the minimum rate are provided in Table A. Ranges for the initial rate are provided in Table B. The Participation Rate is guaranteed for the Indexing Period. The length of the Indexing Period is specified on the Contract Data Page.</p> <p>If a Participation Rate applies to the Account, then that rate is the only moving part for that Account.</p>
<p>Index Spread (Initial, Maximum, and Length)</p>	<p>The Index Spread is determined at the beginning of each Indexing Period and is guaranteed to never be greater than the maximum rate specified in the contract. The level of the Index Spread will recognize the amount available for hedging at the beginning of each Indexing Period, and as such, will recognize the return on the bonds supporting the product and the current cost of call options. Ranges for the maximum rate are provided in Table A. Ranges for the initial rate are provided in Table B. The Index Spread is guaranteed for the Indexing Period. The length of the Indexing Period is specified on the Contract Data Page.</p> <p>If an Index Spread applies to the Account, then that rate is the only moving part for that Account.</p>

<p>Index Cap (Initial, Minimum and Length)</p>	<p>The Index Cap is determined at the beginning of each Indexing Period and is guaranteed to never be less than the minimum rate specified in the contract. The level of the Index Cap will recognize the amount available for hedging at the beginning of each Indexing Period, and as such, will recognize the return on the bonds supporting the product and the current cost of call options. Ranges for the minimum rate are provided in Table A. Ranges for the initial rate are provided in Table B. The Index Cap is guaranteed for the Indexing Period, The length of the Indexing Period is specified on the Contract Data Page.</p> <p>If an Index Cap applies to the Account, then that rate is the only moving part for that Account.</p>
<p>Interest Rate (1-5 Year Interest Accounts)</p>	<p>The Minimum Guaranteed Interest Rate is filed as variable in order to periodically update the rate based on the Standard Nonforfeiture Law. Any change will apply only to new contracts – it will not affect in-force contracts. The Actuarial Memorandum contains detailed information on when and how this rate will be determined.</p> <p>The Initial Interest Rate is filed as variable material to be able to reflect a change quickly based on the current interest rate environment. Any change will apply only to new contracts – it will not affect in-force contracts.</p> <p>Ranges for the minimum rate are provided in Table A. Ranges for the initial rate are provided in Table B.</p>

Interest Accounts

1-year Interest Account
 2-year Interest Account
 3-year Interest Account
 4-year Interest Account
 5-year Interest Account

Indexed Accounts

1-year Point-to-Point Cap Index Account
 1-year Point-to-Point Participation Index Account
 2-year Point-to-Point Cap Index Account
 2-year Point-to-Point Participation Index Account

 1-year Daily Average Cap Index Account
 1-year Monthly Average Cap Index Account
 1-year Daily Average Participation Index Account
 1-year Monthly Average Participation Index Account
 1-year Daily Average Spread Index Account
 1-year Monthly Average Spread Index Account
 2-year Monthly Average Cap Index Account
 2-year Monthly Average Participation Index Account
 2-year Monthly Average Spread Index Account

 1-year Monthly Cap Index Account
 2-year Monthly Cap Index Account
 1-year Quarterly Cap Index Account
 2-year Quarterly Cap Index Account

Table A Minimum / Maximum Rates		
Variable	Minimum	Maximum
Minimum Guaranteed Interest Rate	1.00%	3.00%
Minimum Guaranteed Interest Rate	1.00%	3.00%
Minimum Guaranteed Interest Rate	1.00%	3.00%
Minimum Guaranteed Interest Rate	1.00%	3.00%
Minimum Guaranteed Interest Rate	1.00%	3.00%

Minimum Index Cap	3.00% 1.00%	7.00%
Minimum Participation Rate	10.00%	50.00%
Minimum Index Cap	5.00% 2.00%	15.00%
Minimum Participation Rate	15.00% 10.00%	60.00%
Minimum Index Cap	3.00% 1.00%	7.00%
Minimum Index Cap	3.00% 1.00%	7.00%
Minimum Participation Rate	10.00%	50.00%
Minimum Participation Rate	10.00%	50.00%
Maximum Index Spread	3.00%	10.00% 20.00%
Maximum Index Spread	3.00%	10.00% 20.00%
Minimum Index Cap	3.00% 2.00%	15.00%
Minimum Participation Rate	10.00%	50.00%
Maximum Index Spread	3.00%	20.00%
Minimum Monthly Cap	0.50%	5.00%
Minimum Monthly Cap	0.50%	5.00%
Minimum Quarterly Cap	0.50%	10.00%
Minimum Quarterly Cap	0.50%	10.00%

Interest Accounts

1-year Interest Account
 2-year Interest Account
 3-year Interest Account
 4-year Interest Account
 5-year Interest Account

Indexed Accounts

1-year Point-to-Point Cap Index Account
 1-year Point-to-Point Participation Index Account
 2-year Point-to-Point Cap Index Account
 2-year Point-to-Point Participation Index Account

 1-year Daily Average Cap Index Account
 1-year Monthly Average Cap Index Account
 1-year Daily Average Participation Index Account
 1-year Monthly Average Participation Index Account
 1-year Daily Average Spread Index Account
 1-year Monthly Average Spread Index Account
 2-year Monthly Average Cap Index Account
 2-year Monthly Average Participation Index Account
 2-year Monthly Average Spread Index Account

 1-year Monthly Cap Index Account
 2-year Monthly Cap Index Account
 1-year Quarterly Cap Index Account
 2-year Quarterly Cap Index Account

Table B Initial Rates		
Variable	Minimum	Maximum
Initial Interest Rate	1.00%	50.00%
Initial Interest Rate	1.00%	50.00%
Initial Interest Rate	1.00%	50.00%
Initial Interest Rate	1.00%	50.00%
Initial Interest Rate	1.00%	50.00%

Initial Index Cap	3.00% 1.00%	100.00%
Initial Participation Rate	10.00%	200.00%
Initial Index Cap	5.00% 2.00%	100.00%
Initial Participation Rate	15.00% 10.00%	200.00%
Initial Index Cap	3.00% 1.00%	No Cap
Initial Index Cap	3.00% 1.00%	No Cap
Initial Participation Rate	10.00%	200.00%
Initial Participation Rate	10.00%	200.00%
Initial Index Spread	0.00%	10.00% 20.00%
Initial Index Spread	0.00%	10.00% 20.00%
Initial Index Cap	3.00% 2.00%	No Cap
Initial Participation Rate	10.00%	200.00%
Initial Index Spread	0.00%	20.00%
Initial Monthly Cap	0.50%	10.00%
Initial Monthly Cap	0.50%	10.00%
Initial Quarterly Cap	0.50%	20.00%
Initial Quarterly Cap	0.50%	20.00%