

SERFF Tracking Number: CUNA-127963864 State: Arkansas  
Filing Company: CUNA Mutual Insurance Society State Tracking Number:  
Company Tracking Number: CMFG-CUNA NAME CHANGE  
TOI: CR02G Group Credit - Credit Disability Sub-TOI: CR02G.003 Single Premium  
Product Name: CMFG-CUNA Name Change  
Project Name/Number: CMFG-CUNA Name Change/CMFG-CUNA Name Change

## Filing at a Glance

Company: CUNA Mutual Insurance Society

Product Name: CMFG-CUNA Name Change

TOI: CR02G Group Credit - Credit Disability

Sub-TOI: CR02G.003 Single Premium

Filing Type: Form

Implementation Date Requested: On Approval

State Filing Description:

SERFF Tr Num: CUNA-127963864 State: Arkansas

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

Co Tr Num: CMFG-CUNA NAME State Status: Approved-Closed  
CHANGE

Authors: Kari Hamrick, Tami  
Burkhardt, Deborah Bright, Nancy  
French

Date Submitted: 01/09/2012

Reviewer(s): Rosalind Minor

Disposition Date: 01/10/2012

Disposition Status: Approved-  
Closed

Implementation Date:

## General Information

Project Name: CMFG-CUNA Name Change

Project Number: CMFG-CUNA Name Change

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Filing Status Changed: 01/10/2012

State Status Changed: 01/10/2012

Created By: Nancy French

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter under Supporting Documentation Tab.

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 09/20/2011

Domicile Status Comments: The home state of  
Iowa was approved on 9/20/2011.

Market Type:

Overall Rate Impact:

Deemer Date:

Submitted By: Nancy French

## Company and Contact

### Filing Contact Information

Nancy French,

[nfrench@crssolutionsgroup.com](mailto:nfrench@crssolutionsgroup.com)

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10921 Reed Hartman Highway, Suite 334 513-984-6050 [Phone]  
 Cincinnati, OH 45242

**Filing Company Information**

CUNA Mutual Insurance Society	CoCode: 62626	State of Domicile: Iowa
2000 Heritage Way	Group Code: 306	Company Type:
Waverly, IA 50677	Group Name:	State ID Number:
(319) 352-4090 ext. [Phone]	FEIN Number: 39-0230590	

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**Filing Fees**

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

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
CUNA Mutual Insurance Society	\$50.00	01/09/2012	55143468

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Rosalind Minor	01/10/2012	01/10/2012

*SERFF Tracking Number:* CUNA-127963864      *State:* Arkansas  
*Filing Company:* CUNA Mutual Insurance Society      *State Tracking Number:*  
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*TOI:* CR02G Group Credit - Credit Disability      *Sub-TOI:* CR02G.003 Single Premium  
*Product Name:* CMFG-CUNA Name Change  
*Project Name/Number:* CMFG-CUNA Name Change/CMFG-CUNA Name Change

## **Disposition**

Disposition Date: 01/10/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Flesch Certification	Approved-Closed	Yes
<b>Supporting Document</b>	Application	Approved-Closed	Yes
<b>Supporting Document</b>	Life & Annuity - Acturial Memo	Approved-Closed	Yes
<b>Supporting Document</b>	Statement of Variables	Approved-Closed	Yes
<b>Supporting Document</b>	Officer Certification	Approved-Closed	Yes
<b>Supporting Document</b>	Forms Listing	Approved-Closed	Yes
<b>Supporting Document</b>	Cover Letter	Approved-Closed	Yes
<b>Supporting Document</b>	Authorization Letter	Approved-Closed	Yes
<b>Form</b>	NAME CHANGE ENDORSEMENT	Approved-Closed	Yes

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## Form Schedule

### Lead Form Number: 2011-NAMECHANGE

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved-Closed 01/10/2012	2011-NAMECHANGE	Policy/Contract	NAME CHANGE ENDORSEMENT	Initial		50.000	2011-NAMECHANGE Endorsement.pdf
		Certificate: Amendment, Insert Page, Endorsement or Rider					



*CMFG Life Insurance Company*

Home Office: 2000 Heritage Way Waverly, IA 50677 [800.779.5433] <sup>1</sup> Administrative Office: 5910 Mineral Point Road Madison, WI 53705 [800.356.2644] <sup>1</sup>

**NAME CHANGE ENDORSEMENT**

CUNA Mutual Insurance Society has reorganized from a mutual insurance company to a stock insurance company within a mutual insurance holding company structure; and has changed its name to CMFG Life Insurance Company. This Endorsement is attached to and made a part of your CUNA Mutual Insurance Society policy. It amends the following references that may appear in your policy:

1. "CUNA Mutual Insurance Society" is changed to "CMFG Life Insurance Company".
2. "The Society" is changed to "The Company".
3. "CUNA Mutual" is changed to "CMFG Life".
4. "CUNA Mutual Variable Life Insurance Account" is changed to "CMFG Variable Life Insurance Account".
5. "CUNA Mutual Group Variable Annuity Account" is changed to "CMFG Group Variable Annuity Account".
6. "CUNA Mutual Variable Annuity Account" is changed to "CMFG Variable Annuity Account".
7. "A Mutual Insurance Company" is changed to "A Stock Insurance Company".

All other terms and conditions of your policy remain unchanged. There is no change to the premium payment or administration mailing address for your policy. CMFG Life Insurance Company is responsible for all benefits payable under your policy. Your rights as a policyholder are not affected.

The effective date of this Endorsement is [January 31, 2012][, or your policy effective date, if later].<sup>2</sup>

**CMFG LIFE INSURANCE COMPANY**

<sup>3</sup>

President

**RESIDENTS OF FLORIDA:** If you have a question, complaint, or need information concerning your policy, call [1.800.XXX.XXXX].<sup>4</sup>

**Please attach this Endorsement to your policy.**

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## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Flesch Certification	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b> Readability CUNA Mutual Insurance Society 10-2011.pdf		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Application	Approved-Closed	01/10/2012
<b>Bypass Reason:</b> this is a name change endorsement only submission		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Life & Annuity - Acturial Memo	Approved-Closed	01/10/2012
<b>Bypass Reason:</b> We understand rates and act memo are not required for this name change endorement only submission.		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Statement of Variables	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b> 2011NameChangeSOV.pdf		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Officer Certification	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b>		

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Product Name: CMFG-CUNA Name Change  
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Officer Certification\_rev\_\_2\_ 1-9-2012.pdf

	Item Status:	Status Date:
<b>Satisfied - Item:</b> Forms Listing	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b> AR MHC MASTER LIST.pdf		

	Item Status:	Status Date:
<b>Satisfied - Item:</b> Cover Letter	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b> AR Cover Letter AR.pdf		

	Item Status:	Status Date:
<b>Satisfied - Item:</b> Authorization Letter	Approved-Closed	01/10/2012
<b>Comments:</b>		
<b>Attachment:</b> Authorization letter 2012 - NAME CHANGE ENDT.pdf		

# CUNA Mutual Insurance Society

## Readability Certification

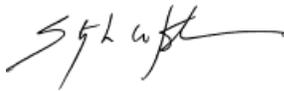
Form #

2011-NAMECHANGE

Flesch Score

50

I hereby certify that the Flesch reading ease score of the above .



\_\_\_\_\_  
Signature of an Office of the Insurer

Steve W. Koslow

Name (Print)

SVP, Chief Ethics & Compliance Officer  
Title

9-20-2011  
Date

**STATEMENT OF VARIABLES  
2011-NAMECHANGE**

<b>REFERENCE NUMBER</b>	<b>EXPLANATION</b>
1	<p>The home office street address, city, state, and telephone number has been bracketed to allow for future changes.</p> <p>The administrative office information has been bracketed to allow for future changes. For products that are administered at our home office, the administrative office information will be removed in its entirety.</p>
2	<p>The effective date of the endorsement will be January 31, 2012, unless a state requires a later date. The phrase “, or your policy effective date, if later”, will appear only if the policy issue date is after the endorsement effective date.</p>
3	<p>The President’s signature has been bracketed to allow for future changes.</p>
4	<p>Florida disclosure will print only for residents of Florida, with the appropriate phone number. If a state other than Florida also requires a disclosure specific to residents of their state, the appropriate disclosure will print in place of the Florida disclosure.</p>

**CUNA Mutual Insurance Society  
Certification Statement**

I hereby certify, to the best of my knowledge and belief, that the only changes that will be made to currently marketed forms are those described in Name Change Endorsement form 2011-NAMECHANGE.



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Stephen W. Koslow  
SVP, Chief Ethics & Compliance Officer

**ARKANSAS****DATE: December 15, 2011****Company Name Change from CUNA Mutual Insurance Society to CMFG Life Insurance Company****Life, Annuity, Credit & Health Forms**

Form Number	Form Name	LOB	Subtype	Approval Date
2010-NOTICE	Endorsement - Change to Annual Meeting Notice	All	Individual\Group	9/17/2010

**Life & Annuity Forms**

Form Number	Form Name	LOB	Subtype	Approval Date
01f-GAAPP-0497(B)	Group Annuity Application/GIC & DA	Annuity	Group	7/25/1997
01-GA-2 0907	Group Annuity Application	Annuity	Group	8/27/2007
01-GA-2 CHANGE FORM 0907	Group Annuity Application	Annuity	Group	8/27/2007
2008-SPIA-APP	2008 SPIA Application	Annuity	Individual	2/26/2008
2008-SPIA-EZAPP	2008 SPIA Application EZ	Annuity	Individual	2/26/2008
2009-DAAPP	Guaranteed Interest Rate Group Annuity Application	Annuity	Group	11/13/2009
C4b-101-0482	Flexible Premium Annuity Application-CMIS	Annuity	Individual	3/7/1983
SPDAAPP-2009	Modified Single Premium Deferred Annuity	Annuity	Individual	5/11/2009
SPDIAAPP-2011	Index Annuity Application 2011	Annuity	Individual	7/14/2011
2009-DP-4	Modified Single Premium Deferred Annuity	Annuity	Individual	5/11/2009
2009-DP-5	Modified Single Premium Deferred Annuity	Annuity	Individual	5/11/2009
2009-DP-6	Modified Single Premium Deferred Annuity	Annuity	Individual	5/11/2009
DP-2002-SPDA	SPDA Data Pages (Select II)	Annuity	Individual	7/18/2003
DP-2011-SPDIA10(AR)	Data Page - Index Annuity 10 Year Index Period	Annuity	Individual	7/14/2011
DP-2011-SPDIA5(AR)	Data Page - Index Annuity 5 Year Index Period	Annuity	Individual	7/14/2011
DP-2011-SPDIA7(AR)	Data Page - Index Annuity 7 Year Index Period	Annuity	Individual	7/14/2011
2002-IO(2)	SPDA 2003 Additional Income Option Endorsement	Annuity	Individual	7/18/2003
2002-VAAMEND	VAII & CVA Amendment to Contract (Inflation IO)	Annuity	Individual	2/11/2002
2002-VAIAMEND	VAI Amendment to Contract (Inflation IO)	Annuity	Individual	2/11/2002
2002-WVRSC	SPDA Waiver of Surrender Charge Endorsement	Annuity	Individual	2/14/2002
2004-ANNCHANGE	VA-2004 Change of Annuitant Endorsement	Annuity	Individual	6/3/2004
2004-IPI	Income Payment Increase Endorsement	Annuity	Individual	6/3/2004

2005-CVI	Contract Value Increase Endorsement	Annuity	Individual	12/21/2005
2006-COA	Change of Annuitant Endorsement	Annuity	Individual	8/24/2006
2006-SCDP-AMEND	Amendment to Data Page for Spousal Continuation	Annuity	Individual	9/6/2006
2008-ROTH	ROTH IRA Endorsement for Fixed Annuity	Annuity	Individual	2/26/2008
2010-VAIII-DBAMEND	Amendment to Death Benefit Rider	Annuity	Individual	2/16/2010
2011-CAO	Competing Allocation Option Endorsement	Annuity	Group	8/12/2011
3762 2008	IRA Endorsement for Fixed Annuity	Annuity	Individual	2/26/2008
99-AAPPAMD	Amendment to Annuity Application	Annuity	Individual	10/5/1999
C4c-108-0384	Amendment to Policy - FPA	Annuity	Individual	6/20/1984
C4c-117-0187	Amendment to Policy - FPA	Annuity	Individual	4/6/1987
Form 2011-ROTH	ROTH IRA Endorsement for Fixed Annuity	Annuity	Individual	8/29/2011
Form 2011-VAROTH	ROTH IRA Endorsement for Variable Annuities	Annuity	Individual	8/29/2011
Form 3762 2011	IRA Endorsement for Fixed Annuity	Annuity	Individual	8/29/2011
Form 3762(VANN) 2011	IRA Endorsement for Variable Annuity	Annuity	Individual	8/29/2011
01f-GIC-0497	Group Annuity Contract/GIC	Annuity	Group	6/23/1997
01-GA-20	Group Annuity Contract	Annuity	Group	6/21/1990
1102-06-046(11-93)	DA Contract	Annuity	Group	1/13/1994
2002-SPDA	2002 Single Premium Deferred Annuity - Select I	Annuity	Individual	2/14/2002
2005-SPDIA(AR)	2005 Single Premium Deferred Index Annuity - MIA	Annuity	Individual	9/26/2005
2008-SPIA-DB	2008 SPIA Contract - SPIA-DB	Annuity	Individual	2/26/2008
2008-SPIA-I	2008 SPIA Contract - SPIA-I	Annuity	Individual	2/28/2008
2008-SPIA-LO	2008 SPIA Contract - SPIA-LO	Annuity	Individual	2/28/2008
2009-DA	Guaranteed Interest Rate Group Annuity Contract I	Annuity	Group	11/13/2009
2009-SPDA	Modified Single Premium Deferred Annuity	Annuity	Individual	5/11/2009
C4a-103-1282	Flexible Premium Annuity	Annuity	Individual	3/4/1983
2010-ILGLWB	2010 Income Later GLWB for Conversions	Annuity	Individual	2/16/2010
2010-INGLWB	2010 Income Now GLWB for Conversions	Annuity	Individual	2/16/2010
2011-GGA	Guaranteed Growth Account Rider	Annuity	Individual	7/14/2011
GA-PGB-EEDR 07	Principal Guarantee Rider	Annuity	Group	8/27/2007
GA-PGR-ERDR 07	Principal Guarantee Rider	Annuity	Group	8/27/2007
01-119 0785	Supplemental Statement	Life	Individual	7/21/1989
2007-TIA	2007 Temporary Insurance Agreement	Life	Individual	2/7/2007
2007-WL10P-APP	2007 Ten-Pay Whole Life Insurance Application	Life	Individual	2/7/2007
A-DRTERMAPP-2008	Individual Life Application	Life	Individual	6/2/2008
AVSUPP-2002	2002 Aviation Supplement	Life	Individual	12/17/2002
B10f-029-2003	2003 2QWL Application	Life	Group	9/2/2009
B10f-029-2003(J)	2003 2QWL Spouse Application	Life	Group	9/2/2009

B10f-029-2003v1	2003v1 2QWL Application	Life	Group	9/2/2009
B10f-029-2005	2005 2QWL Application	Life	Group	9/2/2009
B10f-036-2007(J)	Group Term to Age 80 Application	Life	Group	9/2/2009
B10f-037-2007(J)	Group Term to Age 80 Application	Life	Group	9/2/2009
B20f-001-2009	Group Term Life Insurance Application	Life	Group	11/4/2009
CONVERT-2005(B)	2005 Conversion Application	Life	Individual	9/13/2005
D-CHANGE-2003	Application For Change	Life	Individual	3/18/2003
D-REINSTATE-2003	Reinstatement Application	Life	Individual	3/18/2003
F-CHANGE-2003	Application For Change	Life	Individual	2/28/2003
F-REINSTATE-2003	Reinstatement Application	Life	Individual	2/28/2003
HAZSP-2002	Hazardous Sports Statement	Life	Individual	7/30/2002
MED-2002	2002 Medical Questionnaire	Life	Individual	6/23/2003
SPWLAPP-2009	Single Premium Whole Life	Life	Individual	6/4/2009
TERMAPP-2008	Individual Life Application	Life	Individual	6/2/2008
WLAPP-2008	2008 Whole Life Application	Life	Individual	8/27/2008
B10c-011-2007	Group Term Life Certificate to Age 75	Life	Group	2/7/2007
B10c-029-LB05	2005 Group Whole Life Certificate 2QWLLB	Life	Group	2/16/2006
B10c-029-LBCU05	2005 Group Whole Life Certificate 2QWLLBD	Life	Group	2/16/2006
B10c-029-NB05	2005 Group Whole Life Certificate 2QWLNBD	Life	Group	2/16/2006
B10c-029-NBCU05	2005 Group Whole Life Certificate 2QWLNBD	Life	Group	2/16/2006
B10c-036-2007	Group Term to Age 80 Certificate	Life	Group	2/28/2008
B10c-037-2007	Group Term to Age 80 Certificate	Life	Group	2/28/2008
B20c-001-2009(B2)	Group Term Life Insurance Certificate	Life	Group	2/3/2010
GL-CM-0103	Group Term Life Insurance Certificate	Life	Group	7/2/2003
GL-CM-0103 TG 0208 AR	Group Term Life Insurance Certificate	Life	Group	5/2/2008
B10cd-ADB-0597	1997 Accidental Death Benefit Rider	Life	Group	7/29/1997
1294	Endorsement - Changes for Trad & Adj. Life	Life	Individual	7/21/1989
1668	1996 ABO Accelerate Benefit Option Endorsement	Life	Individual	1/7/1994
3951	Amendment to Policy	Life	Individual	7/24/1989
01-822	Paid Up Term Insurance	Life	Individual	7/21/1989
01-UND-15 1184	Statement of Health	Life	Individual	7/21/1989
2003-LAPPEND	2003 Endorsement to Life Application	Life	Individual	6/20/2003
2007-ROE	2007 Right Of Exchange Endorsement	Life	Individual	2/7/2007
2007-ROEAMEND	2007 Amendment for Right of Exchange Endorsement	Life	Individual	2/7/2007
2010-APDA-END	Advance Premium Deposit Account Endorsement	Life	Individual	2/18/2010
2011-APDASC-END	Advance Premium Deposit Account Endorsement	Life	Individual	2/3/2011
AVEND-2002	2002 Aviation Exclusion Endorsement	Life	Individual	12/17/2002

B10a-ADMIN-0899	Administrative Expense Policy Endorsement	Life	Group	8/11/1999
2000-TERM	2000 Term Policy to Age 90	Life	Individual	2/25/2000
2007-WL10P	2007 Ten Pay Whole Life	Life	Individual	2/7/2007
2008-WL(AR)	2008 Whole Life	Life	Individual	8/27/2008
2009-SPWL(AR)	Single Premium Whole Life	Life	Individual	6/4/2009
B10a-036-2007	Group Term to Age 80 Policy	Life	Group	2/28/2008
B10a-037-2007	Group Term to Age 80 Policy	Life	Group	2/28/2008
B20a-001-2009(B)	Group Term Life Insurance Policy	Life	Group	2/3/2010
GL-CM-POL-0103	Group Term Life Insurance Policy	Life	Group	7/2/2003
GL-CM-POL-0103 TG 0208	Group Term Life Insurance Policy	Life	Group	5/2/2008
2000-OIR	Other Insured Term Rider to Age 90	Life	Individual	2/25/2000
2007-PUAR	2007 Paid-up Additional Insurance Rider	Life	Individual	2/7/2007
2008-ADB	2008 Accidental Death Benefit Rider	Life	Individual	8/27/2008
2008-CIR(AR)	2008 Children's Insurance Rider	Life	Individual	9/19/2008
2008-GIR(AR)	2008 Guaranteed Insurability Rider	Life	Individual	8/27/2008
2008-WVR	2008 Waiver of Premium Rider	Life	Individual	8/27/2008
95-WVR-RT1	Level Term Waiver of Premium Disability Rider	Life	Individual	6/19/1995
B10ad-ADB-0597	1997 Accidental Death Benefit Rider	Life	Group	7/29/1997
EXCL-RDR-0792	Exclusion of Coverage Rider	Life	Group	3/2/1993
07-01-10-00-0184, et al	Group Mortgage Insurance	Life	Group	2/7/1984
B3d-900-0987 AR	HMP Certificate and Corresponding Applications.	Life	Group	11/6/1989
LLP-POLICY-0306(AR), et al	LLP Policy	Life	Group	2/28/2007

### **Credit Forms**

Form Number	Form Name	LOB	Filing Subtype	Approval Date
B3a-800-0786 MP, et al	Monthly Premium Group Credit Insurance Policy	Credit	Group	8/28/1986
B3a-800-0786 SP, et al	Single Premium Group Credit Insurance Policy	Credit	Group	8/28/1986

### **Health Forms**

Form Number	Form Name	LOB	Subtype	Approval Date
2002-LTCAP-R(AR)	LTC 2002 Reinstatement Application	Health	Individual	3/3/2003

2004-LTC-CHANGE	LTC Policy Change Form	Health	Individual	7/6/2005
APP-ER-07	Employer Application	Health	Group	7/31/2007
APP-EE-07	Employee Application	Health	Group	7/31/2007
EBP CHANGE FORM - Application (AR)	Employer Application	Health	Group	7/31/2007
IMS-0407 (AR)	Employee Application	Health	Group	7/31/2007
E10f-008-689	AD&D Application	Health	Group	2/7/1990
E16b-935-1010	AD&D Employer Application	Health	Group	11/15/2010
E17b-1039-0389	Voluntary AD&D Application	Health	Group	9/12/1989
E17f-1068-0389	Voluntary AD&D Enrollment	Health	Group	9/12/1989
E10c-008-689-1	1989 AD&D Certificate - Reconfigured	Health	Group	2/7/1990
E10c-008-689-2	1989 AD&D Certificate - Reconfigured	Health	Group	2/7/1990
E10c-008-689-3	1989 AD&D Certificate - Reconfigured	Health	Group	2/7/1990
E10c-008-689-4	1989 AD&D Certificate - Reconfigured	Health	Group	2/7/1990
E10c-014-2001-1(AR)	2001 AD&D Certificate	Health	Group	9/11/2001
E10c-014-2001-2	2001 AD&D Certificate	Health	Group	7/24/2001
E16c-931-0388	AD&D Group Certificate	Health	Group	6/24/1988
E17c-1056-0389	Voluntary AD&D Certificate	Health	Group	9/12/1989
GLTD-CM-0700	Group Long Term Disability	Health	Group	10/20/2000
GSTD-CM-0707	Short Term Disability Income Certificate	Health	Group	7/31/2007
E16e-968-0688	Accidental Death Benefit Rider	Health	Group	8/15/1988
2002-LTC-SBEND	LTC 2002 Change in Schedule of Benefits Endorse	Health	Individual	3/3/2003
E10a-008-98AMEND1	AD&D Additional Benefits Endorsement	Health	Group	4/9/1998
E10a-008-98AMEND2	AD&D DI Endorsement	Health	Group	4/9/1998
E10a-008-98AMEND3	AD&D Military Pilot/Crew Endorsement	Health	Group	4/9/1998
E10a-008-98AMEND4	AD&D War Benefit Endorsement	Health	Group	4/9/1998
E10a-008-98AMEND5	AD&D Pilot/Crew Endorsement	Health	Group	4/9/1998
E10a-014-2001AMEND1	AD&D 2001 Loan Endorsement	Health	Group	9/11/2001
E10a-014-2001AMEND2	AD&D 2001 Professional Pilot & Crew Endorsement	Health	Group	9/11/2001
E10a-014-2001AMEND3	AD&D 2001 Military Pilot & Crew Endorsement	Health	Group	9/11/2001
E10a-014-2001AMEND4	AD&D 2001 Seat Belt & Air Bag Endorsement	Health	Group	9/11/2001
E10a-014-2001AMEND5	AD&D 2001 Rehab, Coma & Paralysis Endorsement	Health	Group	9/11/2001
E10a-014-2001AMEND6	AD&D 2001 Permanent Disability Endorsement	Health	Group	9/11/2001
E10a-014-2002AMEND7	AD&D 2002 Pilot & Crew Endorsement	Health	Group	8/23/2002
E10a-014-2002AMEND8	Legal Partner	Health	Group	8/23/2002
E10c-008-98AMEND1	AD&D Additional Benefits Endorsement	Health	Group	4/9/1998
E10c-008-98AMEND2	AD&D DI Endorsement	Health	Group	4/9/1998
E10c-008-98AMEND3	AD&D Military Pilot/Crew Endorsement	Health	Group	4/9/1998

E10c-008-98AMEND4	AD&D War Benefit Endorsement	Health	Group	4/9/1998
E10c-008-98AMEND5	AD&D Pilot/Crew Endorsement	Health	Group	4/9/1998
E10c-014-2001AMEND1	AD&D 2001 Loan Endorsement	Health	Group	9/11/2001
E10c-014-2001AMEND2	AD&D 2001 Professional Pilot & Crew Endorsement	Health	Group	9/11/2001
E10c-014-2001AMEND3	AD&D 2001 Military Pilot & Crew Endorsement	Health	Group	9/11/2001
E10c-014-2001AMEND4	AD&D 2001 Seat Belt & Air Bag Endorsement	Health	Group	9/11/2001
E10c-014-2001AMEND5	AD&D 2001 Rehab, Coma & Paralysis Endorsement	Health	Group	9/11/2001
E10c-014-2001AMEND6	AD&D 2001 Permanent Disability Endorsement	Health	Group	9/11/2001
E10c-014-2002AMEND7	AD&D 2002 Pilot & Crew Endorsement	Health	Group	8/23/2002
E10c-014-2002AMEND8	Legal Partner	Health	Group	8/23/2002
E10e-008-689-1	AD&D Policy Endorsement	Health	Group	2/7/1990
E10e-008-689-2	AD&D Policy Endorsement2	Health	Group	2/7/1990
E10e-008-689-3	AD&D Policy Endorsement3	Health	Group	11/9/1990
E16d-CLASSEND-1010	AD&D Group Policy Endorsement	Health	Group	11/15/2010
E16d-SCEFIX-1010	AD&D Group Policy Endorsement	Health	Group	11/15/2010
E16e-937-0388(AR)	AD&D Group Certificate Endorsement	Health	Group	6/24/1988
E16e-SCEFIX-1010	AD&D Group Certificate Endorsement	Health	Group	11/15/2010
END-199-0290(AR)	AD&D Required Endorsement	Health	Group	2/7/1990
E10a-008-689	1989 Group AD&D Policy - Reconfigured	Health	Group	2/7/1990
E10a-014-2001	2001 Group AD&D Policy	Health	Group	9/11/2001
E16a-930-0388	AD&D Group Policy	Health	Group	6/24/1988
E17a-1043-0389	Voluntary AD&D Policy	Health	Group	9/12/1989
GLTD-CM-POL-0700	Group Long Term Disability	Health	Group	10/20/2000
GSTD-CM-POL-0707	Short Term Disability Income Policy	Health	Group	7/31/2007
E16d-937-0388(AR)	AD&D Group Policy Rider	Health	Group	6/24/1988
E16d-968-0688	AD&D Group Policy Rider	Health	Group	8/15/1988
E17d-1045-0389	Voluntary AD&D - Spec Ed Rider	Health	Group	9/12/1989
E17d-1046-0389	Voluntary AD&D - Seat Belt Rider	Health	Group	9/12/1989
E17d-1048-0389	Voluntary AD&D - Com Dis Rider	Health	Group	9/12/1989
E17d-1049-0389	Voluntary AD&D - Fel Asslt Rider	Health	Group	9/12/1989
E17d-1050-0389	Voluntary AD&D - Sps Crit Rider	Health	Group	9/12/1989



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(Tel) 513.984.6050  
(Fax) 513.984.7212

E:-Mail: [nfrench@crssolutionsgroup.com](mailto:nfrench@crssolutionsgroup.com)

January 6, 2012

TO: Arkansas Department of Insurance

RE: Form 2011-NAMECHANGE Company Name Change Endorsement  
CUNA Mutual Insurance Society  
NAIC #62626

Dear Sir or Madam:

The above-referenced form is enclosed for your review and approval. It is a new form, and does not replace any existing form. This submission does not contain any unusual or possibly controversial items from normal industry standards.

Effective January 31, 2012, CUNA Mutual Insurance Society (NAIC #62626) will change its name to CMFG Life Insurance Company and will reorganize from a mutual insurance company to a stock insurance company within a mutual insurance holding company structure. The purpose of the Endorsement is to amend the Company's name on its insurance policies consistent with the Company no longer being a mutual insurance company.

We plan to send the Endorsement to all existing CUNA Mutual Insurance Society policyholders. We are also enclosing a list of the Annuity, Life, Health and Credit Insurance policy forms that will continue to be used under our new company name, CMFG Life Insurance Company. The list includes the dates the forms were originally approved by your department or the SERFF Filing number in the event they are pending approval. It is our intention to update the references described in the Endorsement in the text of the forms included on the listing; or as an alternative, to attach the Endorsement to any form that has not been updated beginning on February 1, 2012. A certification signed by a company officer indicating that the only changes to the forms are those described in the Endorsement, a Statement of Variables and Authorization for Compliance Research Services, LLC to perform this filing on the Company's behalf is enclosed to complete this submission.

The Endorsement was written in understandable language and achieved a score of 50 under a Flesch Scale Analysis.

On a related note, our Legal division filed a name change and change of control with the Department on July 29, with recent correspondence with Ms. Terry Scott on November 17. If there is anything you can do to facilitate the review and approval of this endorsement in coordination with the approval of the change of control filing, it would be greatly appreciated.

Thank you for your attention to this matter. If you have any questions please feel free to call me at 513-984-6050 or e-mail me at [nfrench@crssolutionsgroup.com](mailto:nfrench@crssolutionsgroup.com).

Sincerely,

A handwritten signature in cursive script that reads "Nancy L. French".

Nancy L. French  
Project Manager



***CUNA Mutual Insurance Society***

Home Office:  
2000 Heritage Way  
Waverly, IA 60577  
Telephone: 800.798.5433

September 12, 2011

Re: CUNA Mutual Insurance Society  
**NAIC #: 62626-0306** **FEIN #: 39-0230590**  
Name Change Endorsement Filing  
Company Authorization to File Policy Forms

To Whom It May Concern:

The undersigned hereby grants **Compliance Research Services, LLC**, whose main office is located at 10921 Reed Hartman Highway, Suite 332, Cincinnati, Ohio 45242, authority to act on our behalf regarding state insurance department filings of our Name Change endorsement form.

This authorization is valid effective from the date noted above, for the duration of the filing project.

If additional assistance or verification regarding this authorization is required, please contact Kari Hamrick, Senior Manager, Ethics & Compliance, at CUNA Mutual Insurance Society. She can be reached by phone at 608.665.8326 or 800.356.2644, Ext. 8326.

IN WITNESS THEREOF, the Company has caused this authorization to be in effect by the signature of its Senior Vice President, Chief Ethics & Compliance Officer.

A handwritten signature in black ink, appearing to read 'S. W. Koslow', written over a horizontal line.

Signature

Stephen W. Koslow  
SVP, Chief Ethics & Compliance Officer

Cc: Kari Hamrick