

State: Arkansas **Filing Company:** Great American Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Life Individual Whole
Project Name/Number: Life Individual Whole/P2401308NW

Filing at a Glance

Company: Great American Life Insurance Company
Product Name: Life Individual Whole
State: Arkansas
TOI: L071 Individual Life - Whole
Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Filing Type: Form
Date Submitted: 11/15/2012
SERFF Tr Num: GRAX-G128772873
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num: P2401308NW

Implementation
Date Requested:
Author(s): SPI GreatAmericanFinancialRes
Reviewer(s): Linda Bird (primary)
Disposition Date: 11/28/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** Great American Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: Life Individual Whole
Project Name/Number: Life Individual Whole/P2401308NW

General Information

Project Name: Life Individual Whole	Status of Filing in Domicile: Pending
Project Number: P2401308NW	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: 11/28/2012
	State Status Changed: 11/28/2012
Deemer Date:	Created By: SPI GreatAmericanFinancialRes
Submitted By: SPI GreatAmericanFinancialRes	Corresponding Filing Tracking Number:

Filing Description:

Please be advised, due to the changes in the maximum allowed nonforfeiture and valuation rates for life insurance, we are providing you with a revised actuarial memorandum for policy form P2401308NW, which was approved by your department on 10/3/2008, under file number 40270.

We are revising the interest rate used under the Basis of Values from 5.00% to 4.50% for Cash Values and Reduced Paid-Up, and 4.00% to 3.50% for Reserves. These rates will be applicable to new policy issues only.

This actuarial memorandum is being provided for informational purposes only. We certify that no other documents previously submitted with this filing will have changes that will require them to be re-filed due to the percentage changes referenced above.

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 Financial Resources, Inc.	State ID Number:
(800) 854-3649 ext. [Phone]	FEIN Number: 13-1935920	

Filing Fees

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

State: Arkansas **Filing Company:** Great American Life Insurance Company
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Company	Amount	Date Processed	Transaction #
Great American Life Insurance Company	\$50.00	11/15/2012	64941928

SERFF Tracking #:

GRAX-G128772873

State Tracking #:

Company Tracking #:

P2401308NW

State:

Arkansas

Filing Company:

Great American Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Life Individual Whole

Project Name/Number:

Life Individual Whole/P2401308NW

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	11/28/2012	11/28/2012

SERFF Tracking #:

GRAX-G128772873

State Tracking #:

Company Tracking #:

P2401308NW

State:

Arkansas

Filing Company:

Great American Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Life Individual Whole

Project Name/Number:

Life Individual Whole/P2401308NW

Disposition

Disposition Date: 11/28/2012

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

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 #:

GRAX-G128772873

State Tracking #:

Company Tracking #:

P2401308NW

State:

Arkansas

Filing Company:

Great American Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

Life Individual Whole

Project Name/Number:

Life Individual Whole/P2401308NW

Supporting Document Schedules

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



LIFE INSURANCE COMPANY

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

November 15, 2012

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: Request For Approval - Great American Life Insurance Company

Dear Insurance Commissioner Bradford:

Please be advised, due to the changes in the maximum allowed nonforfeiture and valuation rates for life insurance, we are providing you with a revised actuarial memorandum for policy form P2401308NW, which was approved by your department on 10/3/2008, under file number 40270.

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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,

A handwritten signature in black ink that reads "Brenda K. Little".

Brenda K. Little
Senior Compliance Filing Analyst

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