

SERFF Tracking Number: EQUI-128238924 State: Arkansas
 Filing Company: EquiTrust Life Insurance Company State Tracking Number:
 Company Tracking Number: ET-MVA(03-12)
 TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
 Variable
 Product Name: ET-MVA(03-12)
 Project Name/Number: ET-MVA(03-12)/ET-MVA(03-12)

Filing at a Glance

Company: EquiTrust Life Insurance Company
 Product Name: ET-MVA(03-12) SERFF Tr Num: EQUI-128238924 State: Arkansas
 TOI: A02I Individual Annuities- Deferred Non- SERFF Status: Closed-Approved- State Tr Num:
 Variable Closed
 Sub-TOI: A02I.003 Single Premium Co Tr Num: ET-MVA(03-12) State Status: Approved-Closed
 Filing Type: Form Reviewer(s): Linda Bird
 Authors: Stacie Baker, Lillie Peshel Disposition Date: 04/16/2012
 Date Submitted: 04/11/2012 Disposition Status: Approved-
 Closed
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: ET-MVA(03-12) Status of Filing in Domicile: Authorized
 Project Number: ET-MVA(03-12) Date Approved in Domicile: 04/05/2012
 Requested Filing Mode: Review & Approval Domicile Status Comments: This form was
 authorized in Iowa, our state of domicile, on
 April 5, 2012 in SERFF filing number EQUI-
 128219027.
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 04/16/2012
 State Status Changed: 04/16/2012
 Deemer Date: Created By: Stacie Baker
 Submitted By: Lillie Peshel Corresponding Filing Tracking Number:
 Filing Description:
 Form number ET-MVA(03-12), Market Value Adjustment Rider, is new and does not replace any previously approved
 form. This rider provides for a Market Value Adjustment to be applied to amounts surrendered or withdrawn from the
 contract to which it is attached. The rider also allows for a premium bonus to be applied to premiums paid. This rider will
 be elected at the time of application.

The Market Value Adjustment Rider may be issued with the previously approved contract form # ET-SPA-2000(11-04),

SERFF Tracking Number: EQUI-128238924 State: Arkansas
Filing Company: EquiTrust Life Insurance Company State Tracking Number:
Company Tracking Number: ET-MVA(03-12)
TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
Variable
Product Name: ET-MVA(03-12)
Project Name/Number: ET-MVA(03-12)/ET-MVA(03-12)

approved by your Department on 1/5/2005 in SERFF Filing number SERT-65RKTN584. This rider may also be used with other contracts approved for use in the future.

The rider will never be issued as a stand-alone form and will always be issued in conjunction with an approved contract form. There is no charge for this rider. Please see the Statement of Variability and the Actuarial Memorandum for additional explanation.

The rider has not been, nor is it required to be filed with the SEC. No part of this filing contains any unusual or possibly controversial items from normal company or industry standards.

This form is submitted in final printed format except for slight font and formatting variations which may occur due to production on our high-speed mainframe printer. The company takes care to assure that the impact of printer-based variations is minimized.

Your prompt review of this form is greatly appreciated. If you have any questions, please feel free to contact me at the telephone number or email address on SERFF.

State Narrative:

Company and Contact

Filing Contact Information

Lillie Peshel, lillie.peshel@equitrust.com
7100 Westown Pkwy 515-226-6727 [Phone]
Suite 200 515-453-3400 [FAX]
West Des Moines, IA 50266

Filing Company Information

EquiTrust Life Insurance Company CoCode: 62510 State of Domicile: Iowa
7100 Westown Pkwy Group Code: 431 Company Type:
Suite 200 Group Name: State ID Number:
West Des Moines, IA 50266 FEIN Number: 42-1468417
(877) 249-3694 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00

SERFF Tracking Number: EQUI-128238924 State: Arkansas
Filing Company: EquiTrust Life Insurance Company State Tracking Number:
Company Tracking Number: ET-MVA(03-12)
TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
Variable
Product Name: ET-MVA(03-12)
Project Name/Number: ET-MVA(03-12)/ET-MVA(03-12)
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
EquiTrust Life Insurance Company	\$50.00	04/11/2012	57889253

SERFF Tracking Number: *EQUI-128238924* State: *Arkansas*
Filing Company: *EquiTrust Life Insurance Company* State Tracking Number:
Company Tracking Number: *ET-MVA(03-12)*
TOI: *A02I Individual Annuities- Deferred Non- Variable* Sub-TOI: *A02I.003 Single Premium*
Product Name: *ET-MVA(03-12)*
Project Name/Number: *ET-MVA(03-12)/ET-MVA(03-12)*

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	04/16/2012	04/16/2012

SERFF Tracking Number: *EQUI-128238924* *State:* *Arkansas*
Filing Company: *EquiTrust Life Insurance Company* *State Tracking Number:*
Company Tracking Number: *ET-MVA(03-12)*
TOI: *A02I Individual Annuities- Deferred Non-* *Sub-TOI:* *A02I.003 Single Premium*
Variable
Product Name: *ET-MVA(03-12)*
Project Name/Number: *ET-MVA(03-12)/ET-MVA(03-12)*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Statement of Variability		Yes
Form	Market Value Adjustment Rider		Yes

SERFF Tracking Number: *EQUI-128238924* State: *Arkansas*
 Filing Company: *EquiTrust Life Insurance Company* State Tracking Number:
 Company Tracking Number: *ET-MVA(03-12)*
 TOI: *A02I Individual Annuities- Deferred Non- Variable* Sub-TOI: *A02I.003 Single Premium*
 Product Name: *ET-MVA(03-12)*
 Project Name/Number: *ET-MVA(03-12)/ET-MVA(03-12)*

Form Schedule

Lead Form Number: ET-MVA(03-12)

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	ET-MVA(03-12)	Policy/Cont Market Value ract/Fratern Adjustment Rider al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		52.000	ET-MVA(03-12) FINAL.pdf

EquiTrust Life Insurance Company®
[West Des Moines, Iowa 50266]

This Rider is attached to and made part of the Contract to which it is attached. If any provisions of the Contract conflict with the Rider, the provisions of the Rider will apply.

Market Value Adjustment Rider for [ET-SPA-2000(11-04)]

Section 5.1 of your Contract is deleted in its entirety and replaced with the following Accumulation Value provision:

5.1 Accumulation Value - On the Contract Date, the Contract's Accumulation Value equals the Single Premium Paid. At any time after the Contract Date, the Contract's Accumulation Value equals (1) the Single Premium paid, plus (2) any additional Premium Payments paid during the first Contract year, plus (3) the Premium Bonus, if any, less (4) the amount of any prior Partial Surrenders, plus (5) accumulated interest.

Section 5.2 of your Contract is deleted in its entirety and replaced with the following Cash Surrender Value provision:

5.2 Cash Surrender Value - At any time on or prior to the Income Date, you may ask, in a form acceptable to us, to receive the Contract's full Cash Surrender Value in a single sum. The Cash Surrender Value of this Contract equals the greater of: (a) the Minimum Guaranteed Contract Value; or (b) the Accumulation Value, adjusted by the Market Value Adjustment described in this Rider, less a Surrender Charge in effect at the time of surrender.

In no event will the Cash Surrender Value be less than the Minimum Guaranteed Contract Value defined in Section 5.3 of your Contract. Upon full Cash Surrender, this Contract will cease to have any further value.

Section 5.6 of your Contract is deleted in its entirety and replaced with the following Partial Surrender provision:

5.6 Partial Surrender – You may make a Partial Surrender at any time by giving written notice to us.

For any Contract Year in which the amount withdrawn exceeds the Partial Surrender Privilege Amount, a Surrender Charge and Market Value Adjustment (MVA) will apply. If the Contract is subsequently surrendered during the Contract Year, the Surrender Charge and MVA will be applied to any previously uncharged Partial Surrender Privilege Amounts taken in the same Contract Year.

The amount withdrawn at any one time must be at least \$250. If the Cash Surrender Value after a Partial Surrender is less than \$2,000, We reserve the right to pay the remaining Cash Surrender Value to You as a full surrender.

Your Contract is amended by adding the following new provision:

Market Value Adjustment – We may apply a Market Value Adjustment (MVA) to amounts withdrawn or surrendered from this Contract. An MVA will apply only when a Surrender Charge is deducted.

The Market Value Adjustment is calculated by multiplying the MVA Factor by the amount withdrawn or surrendered (after reduction for any Surrender Charges). The MVA Factor is equal to:

$$[(1 + s) / (1 + c + 0.005)]^{n/12} - 1$$

Where:

s = the Initial Base Interest Rate offered on this Contract on the Contract Date.

c = the current Initial Base Interest Rate offered for new issues of this contract at the time of MVA calculation. If this contract is no longer available for sale, the rate will be declared by us.

n = the number of complete months until the end of the Market Value Adjustment Duration listed on the Contract Data Page.

The MVA can be positive or negative. The MVA Factor, either positive or negative, will be limited to the difference between the current Base Interest Rate at the time of the MVA calculation and the Minimum Guaranteed Interest Rate.

In no case will the MVA cause the Cash Surrender Value to be greater than the Accumulation Value or less than the Minimum Guaranteed Contract Value.

The Effective Date of this Rider will be the Contract Date. This Rider may be added only at Contract issue.



President

SERFF Tracking Number: EQUI-128238924 State: Arkansas
 Filing Company: EquiTrust Life Insurance Company State Tracking Number:
 Company Tracking Number: ET-MVA(03-12)
 TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
 Variable
 Product Name: ET-MVA(03-12)
 Project Name/Number: ET-MVA(03-12)/ET-MVA(03-12)

Supporting Document Schedules

Item Status: **Status Date:**

Satisfied - Item: Flesch Certification

Comments:

Attachment:

Readability Cert ET-MVA(03-12).pdf

Item Status: **Status Date:**

Satisfied - Item: Application

Comments:

Application form number 436-121(03-06) was approved by your department on 4/10/2006 under SERFF Tracking number SERT-6NAT5F415.

Item Status: **Status Date:**

Satisfied - Item: Life & Annuity - Actuarial Memo

Comments:

Attachment:

MVA Rider for ChoiceFour - Actuarial Memo - 2012.pdf

Item Status: **Status Date:**

Satisfied - Item: Statement of Variability

Comments:

Attachment:

Statement of Variability - ET-MVA(03-12).pdf

EquiTrust Life Insurance Company

READABILITY CERTIFICATION

I hereby certify the accuracy of the Flesch reading ease test score for the following policy forms. The forms are in at least 10 (ten) point type, 2 (two) point leaded.

<u>TITLE</u>	<u>FORM NUMBER</u>	<u>FLESCH SCORE</u>
Market Value Adjustment Rider	ET-MVA(03-12)	52

Signature:

A handwritten signature in black ink, appearing to read 'Ana B.', followed by a long horizontal line extending to the right.

**Ana Bumgardner
Vice President, Annuity Product Management**

Date: March 29, 2012

**Summary of Variable Material
Market Value Adjustment Rider
Form ET-MVA(03-12)**

Explanation of Variable Material: All variable material is shown contained in brackets in the Rider.

Address	This field will vary based on the location of the company.
Contract Number	This field will vary based on the contract number that it may be attached to.
Officer Signature	We may change the Officer Signature to reflect the company's management.