

SERFF Tracking Number: AEGB-128262902 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number:  
Company Tracking Number:  
TOI: L04I Individual Life - Term Sub-TOI: L04I.103 Renewable - Single Life -  
Fixed/Indeterminate Premium  
Product Name: Revised TLIC Trendsetter Rates  
Project Name/Number: Revised TLIC Trendsetter Rates/L055-2, L055-3, L055-4, L055-5

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: Revised TLIC Trendsetter Rates SERFF Tr Num: AEGB-128262902 State: Arkansas

TOI: L04I Individual Life - Term SERFF Status: Closed-Filed-Closed State Tr Num:

Sub-TOI: L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium Co Tr Num: State Status: Filed-Closed

Filing Type: Form Reviewer(s): Linda Bird  
Author: Deb White Disposition Date: 05/03/2012  
Date Submitted: 04/24/2012 Disposition Status: Filed-Closed  
Implementation Date: Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Revised TLIC Trendsetter Rates  
Project Number: L055-2, L055-3, L055-4, L055-5  
Requested Filing Mode: Review & Approval  
Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/03/2012

State Status Changed: 05/03/2012

Created By: Deb White

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Deb White

Filing Description:

April 9, 2012

Commissioner of Insurance

Arkansas Department of Insurance

Re: TRANSAMERICA LIFE INSURANCE COMPANY NAIC #468-86231

INFORMATIONAL FILING – Rate Change to Term Policies

SERFF Tracking Number: AEGB-128262902 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number:  
Company Tracking Number:  
TOI: L041 Individual Life - Term Sub-TOI: L041.103 Renewable - Single Life -  
Fixed/Indeterminate Premium  
Product Name: Revised TLIC Trendsetter Rates  
Project Name/Number: Revised TLIC Trendsetter Rates/L055-2, L055-3, L055-4, L055-5

Dear Sir/Madam:

Effective May 1, 2012, we plan to revise the rates for the policy forms listed below. Your Department approved these policy forms on July 7, 2007 under SERFF tracking number AEGD-125224175, and approved a revision to the policy data pages on September 2, 2010 under SERFF tracking number AEGD-126794729:

1-306 05-107, 10-Year Level Term Insurance to Age 105 - Nonparticipating  
1-305 05-107, 15-Year Level Term Insurance to Age 105 – Nonparticipating  
1-304 05-107, 20-Year Level Term Insurance to Age 105 – Nonparticipating  
1-303 05-107, 25-Year Level Term Insurance to Age 105 – Nonparticipating  
1-334 05-107, 30-Year Level Term Insurance to Age 105 – Nonparticipating

Enclosed are the new rates for these policy forms.

This is an informational filing only. We certify there have been no changes to the forms and all other respects of the filing remain unchanged.

Should you have any questions or need any additional information, please do not hesitate to contact me. Thank you.

Sincerely,

TRANSAMERICA LIFE INSURANCE COMPANY

Deb White  
Policy Analyst  
Contract Development  
Ph: (319) 355-7265 (collect)  
Fax: 319-355-2501  
deb.white@transamerica.com  
State Narrative:

## Company and Contact

### Filing Contact Information

SERFF Tracking Number: AEGB-128262902 State: Arkansas  
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 Product Name: Revised TLIC Trendsetter Rates  
 Project Name/Number: Revised TLIC Trendsetter Rates/L055-2, L055-3, L055-4, L055-5

Debra White, Policy Analyst Deb.White@Transamerica.com  
 4333 Edgewood Rd. NE 319-355-7265 [Phone]  
 MS 2225 319-355-2501 [FAX]  
 Cedar Rapids, IA 52499

**Filing Company Information**

Transamerica Life Insurance Company CoCode: 86231 State of Domicile: Iowa  
 4333 Edgewood Road, NE Group Code: 468 Company Type:  
 Cedar Rapids, IA 52499 Group Name: State ID Number:  
 (319) 355-7888 ext. [Phone] FEIN Number: 39-0989781

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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 #
Transamerica Life Insurance Company	\$50.00	04/24/2012	58504507

SERFF Tracking Number: AEGB-128262902 State: Arkansas  
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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	05/03/2012	05/03/2012

*SERFF Tracking Number:* AEGB-128262902      *State:* Arkansas  
*Filing Company:* Transamerica Life Insurance Company      *State Tracking Number:*  
*Company Tracking Number:*  
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## **Disposition**

Disposition Date: 05/03/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: AEGB-128262902 State: Arkansas  
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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		No
<b>Supporting Document</b>	Application		No
<b>Supporting Document</b>	Life & Annuity - Actuarial Memo		No
<b>Supporting Document</b>	Cover Letter		Yes
<b>Supporting Document</b>	Supporting Documents		Yes

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## Supporting Document Schedules

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Flesch Certification		
<b>Bypass Reason:</b> NA		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b> Application		
<b>Bypass Reason:</b> NA		
<b>Comments:</b>		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Life & Annuity - Acturial Memo		
<b>Comments:</b>		
<b>Attachments:</b>		
Actuarial Data Letter Super2012.pdf		
2012 Trendsetter Super Rates.pdf		
AR - Rule and Regulation 19.pdf		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Cover Letter		
<b>Comments:</b>		
<b>Attachment:</b>		
TLIC TIIG Cover Letter.pdf		

	<b>Item Status:</b>	<b>Status Date:</b>
<b>Satisfied - Item:</b> Supporting Documents		

*SERFF Tracking Number:*      *AEGB-128262902*                      *State:*                      *Arkansas*  
*Filing Company:*              *Transamerica Life Insurance Company*              *State Tracking Number:*  
*Company Tracking Number:*  
*TOI:*                      *L04I Individual Life - Term*                      *Sub-TOI:*                      *L04I.103 Renewable - Single Life -  
Fixed/Indeterminate Premium*

*Product Name:*              *Revised TLIC Trendsetter Rates*  
*Project Name/Number:*      *Revised TLIC Trendsetter Rates/L055-2, L055-3, L055-4, L055-5*

**Comments:**

**Attachments:**

- AR - Bulletin 11-83.pdf
- AR - Cert of Compliance 23-79-138.pdf
- AR - Cert of Regulation 34.pdf
- AR - Regulation 33 Cert.pdf
- AR - Cert of Regulation 49.pdf



Transamerica Life Insurance Company  
4333 Edgewood Road NE  
Cedar Rapids, Iowa 52499

April 9, 2012

Commissioner of Insurance  
Arkansas Department of Insurance

**Re: TRANSAMERICA LIFE INSURANCE COMPANY  
INFORMATIONAL FILING – Rate Change to Term Policies**

**NAIC #468-86231**

Dear Sir/Madam:

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Should you have any questions or need any additional information, please do not hesitate to contact me. Thank you.

Sincerely,

TRANSAMERICA LIFE INSURANCE COMPANY

Digitally signed by Deb White  
DN: cn=Deb White, o=ou, email=deb.white@transamerica.com, c=US  
Date: 2012.04.09 12:33:18 -05'00'

Deb White  
Policy Analyst  
Contract Development  
Ph: (319) 355-7265 (collect)  
Fax: 319-355-2501  
deb.white@transamerica.com

TRANSAMERICA LIFE INSURANCE COMPANY

**BULLETIN 11-83**  
**STATE OF ARKANSAS**

Form Number: 1-306 05-107, 1-305 05-107, 1-304 05-107, 1-303 05-107, 1-334 05-107

Date: April 19, 2012

I hereby certify that the accompanying life product is in compliance with Bulletin 11-83.

*Cheryl Bock*

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Cheryl Bock, Assist. Vice President Contract Development

TRANSAMERICA LIFE INSURANCE COMPANY

**CERTIFICATION OF  
ARKANSAS INSURANCE CODE  
23-79-138**

Policy Number: 1-306 05-107, 1-305 05-107, 1-304 05-107, 1-303 05-107, 1-334 05-107

Date: April 19, 2012

I hereby certify that the accompanying life product is in compliance with Arkansas Insurance Code 23-79-138.

*Cheryl Bock*

Digitally signed by CBock  
DN: cn=CBock, c=US  
Date: 2008.02.28 13:46:12  
-06'00'

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Cheryl Bock, Assistant Vice President, Contract Development

**STATE OF ARKANSAS  
REGULATION 34**

Form Number: 1-306 05-107, 1-305 05-107, 1-304 05-107, 1-303 05-107, 1-334 05-107

Date: April 19, 2012

We certify that to the best of our knowledge and belief, we are in compliance with Arkansas Rule and Regulation 34 regarding Universal Life products.

*Cheryl Bock*

Digitally signed by CBock  
DN: cn=CBock, c=US  
Date: 2008.03.11 13:30:56  
-05'00'

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Cheryl Bock, Assistant Vice President Contract Development

# **REGULATION 33 CERTIFICATION**

Company Name: Transamerica Life Insurance Company

Form Number: 1-306 05-107, 1-305 05-107, 1-304 05-107, 1-303 05-107, 1-334 05-107

Date: 4/19/12

We certify that, to the best of our knowledge and belief, we are in compliance with Regulation 33 of the State of Arkansas.

*Cheryl Bock*

Assistant Vice President, Contract Development

TRANSAMERICA LIFE INSURANCE COMPANY

CERTIFICATION OF REGULATION 49  
STATE OF ARKANSAS

Form Number: 1-306 05-107, 1-305 05-107, 1-304 05-107, 1-303 05-107, 1-334 05-107

Date: April 19, 2012

This is submitted in Compliance with Regulation 49 of the Arkansas Insurance Code.

I hereby certify that the accompanying life product is in compliance with Regulation 49 in that a Life and Health Guaranty Association notice will be given to each policy owner at the time of issue.

*Cheryl Bock*

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Cheryl Bock, Assist. Vice President Contract Development