

SERFF Tracking Number: ALSB-128363066 State: Arkansas  
Filing Company: Allstate Life Insurance Company State Tracking Number:  
Company Tracking Number: PLT 05/2012  
TOI: L04I Individual Life - Term Sub-TOI: L04I.213 Specified Age or Duration -  
Fixed/Indeterminate Premium - Single Life  
Product Name: PLT - 05/2012  
Project Name/Number: PLT - 05/2012/PLT - 05/2012

## Filing at a Glance

Company: Allstate Life Insurance Company

Product Name: PLT - 05/2012

TOI: L04I Individual Life - Term

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Filing Type: Form

SERFF Tr Num: ALSB-128363066 State: Arkansas

SERFF Status: Closed-Accepted State Tr Num:

For Informational Purposes

Co Tr Num: PLT 05/2012

Author: Jacklin Lynch

Date Submitted: 05/15/2012

State Status: Closed-Accepted for  
Informational Purposes

Reviewer(s): Linda Bird

Disposition Date: 05/17/2012

Disposition Status: Accepted For  
Informational Purposes

Implementation Date:

Implementation Date Requested: 06/14/2012

State Filing Description:

## General Information

Project Name: PLT - 05/2012

Project Number: PLT - 05/2012

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Jacklin Lynch

Filing Description:

Allstate Life Insurance Company

Informational Filing

Term Life – Post Level Term Rate Algorithm

See attached forms list

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/17/2012

State Status Changed: 05/17/2012

Created By: Jacklin Lynch

Corresponding Filing Tracking Number: ALSB-  
128346059

To Whom It May Concern:

SERFF Tracking Number: ALSB-128363066 State: Arkansas  
Filing Company: Allstate Life Insurance Company State Tracking Number:  
Company Tracking Number: PLT 05/2012  
TOI: L041 Individual Life - Term Sub-TOI: L041.213 Specified Age or Duration -  
Fixed/Indeterminate Premium - Single Life  
Product Name: PLT - 05/2012  
Project Name/Number: PLT - 05/2012/PLT - 05/2012

This filing is being submitted on an information basis for Allstate Life Insurance Company. Attached to Supporting Documents is a list of previously approved Term Life Insurance to Age 95 policies subject to this filing. We ask that you review this filing simultaneously with SERFF Tracking #ALSB-128346059, because that filing is the same filing as this one, except that it is being made for our subsidiary company, Lincoln Benefit Life Company.

Allstate Life Insurance Company's term life insurance policies subject to this filing contain a 10-year or 15-year guaranteed level premium period followed by annually increasing premiums as calculated from the Table of Guaranteed Premiums included in the policy. The policies are silent with respect to Allstate Life Insurance Company setting lower "current premiums".

In an effort to increase the retention rate for this business, Allstate Life Insurance Company, developed a post level term premium rate algorithm, as described below, to blend the premium increases that occur at the end of the level premium period over a 7-year period. This 7-year period will be lower than or equal to the premium increases stated in the Table of Guaranteed Premiums of the policy. Thus, premium increases will step up gradually instead of the entire increase being implemented in the first year following the guaranteed level premium period.

Post Level Term Premium Rate Algorithm -- A 7-year linear grading between the existing 10-Year or 15-Year Level Premium Rate and the Revised Ultimate Premium Rates.

The Revised Ultimate Premium Rates are between 40% and 100% of the Old Ultimate Premium Rates. For each of the 6 premiums impacted over the course of the grading period (since the 7th premium is equal to the revised ultimate rate for that attained age), the premium rates will be capped at the Old Ultimate Premium Rates that would have been charged prior to the implementation of this change.

The plan is to implement the above algorithm during the third quarter of 2012 and apply it to policies that have not yet entered the post-guaranteed level premium period at the time of implementation. The algorithm will be reviewed on an annual basis and may be modified depending on the experience. However, the rates will never be more than the guaranteed rates as described in the policy. See attached to Supporting Documents an example of the effect of the algorithm on an existing term life policy.

We appreciate your review of this filing. If you have questions or find that you need any additional information, please feel free to contact me.

Jacklin Lynch  
Senior Product and Financial Analyst  
jsarh@allstate.com  
(847) 402-4793 [Phone]

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(847) 326-5224 [FAX]

State Narrative:

## Company and Contact

### Filing Contact Information

Jacklin Lynch, Sr. Product & Financial Analyst jsarh@allstate.com  
 3100 Sanders Rd, Suite M2A 847-402-4793 [Phone]  
 Northbrook, IL 60062 847-326-5224 [FAX]

### Filing Company Information

|                                 |                         |                             |
|---------------------------------|-------------------------|-----------------------------|
| Allstate Life Insurance Company | CoCode: 60186           | State of Domicile: Illinois |
| 3100 Sanders Road, Suite M2A    | Group Code: 8           | Company Type:               |
| Northbrook, IL 60062            | Group Name:             | State ID Number:            |
| (847) 402-8112 ext. [Phone]     | FEIN Number: 36-2554642 |                             |

## Filing Fees

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

| COMPANY                         | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------------------------------|--------|----------------|---------------|
| Allstate Life Insurance Company | \$0.00 | 05/15/2012     |               |

SERFF Tracking Number: ALSB-128363066

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Sub-TOI: L041.213 Specified Age or Duration -  
Fixed/Indeterminate Premium - Single Life

Product Name: PLT - 05/2012

Project Name/Number: PLT - 05/2012/PLT - 05/2012

## Correspondence Summary

### Dispositions

| Status                              | Created By | Created On | Date Submitted |
|-------------------------------------|------------|------------|----------------|
| Accepted For Informational Purposes | Linda Bird | 05/17/2012 | 05/17/2012     |

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## Disposition

Disposition Date: 05/17/2012

Implementation Date:

Status: Accepted For Informational Purposes

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                   | No            |
| Supporting Document | Application   | No                   | No            |
| Supporting Document | Life & Annuity - Actuarial Memo                         | No                   | No            |
| Supporting Document | List of Impacted Policy Forms and Approval Dates        | Yes                  | Yes           |
| Supporting Document | Effect of the algorithm on an existing term life policy | Yes                  | 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> N/A for an informational filing |                     |                     |
| <b>Comments:</b>                                      |                     |                     |

|   | <b>Item Status:</b> | <b>Status Date:</b> |
|---|---------------------|---------------------|
| <b>Bypassed - Item:</b> Application                   |                     |                     |
| <b>Bypass Reason:</b> N/A for an informational filing |                     |                     |
| <b>Comments:</b>                                      |                     |                     |

|  | <b>Item Status:</b> | <b>Status Date:</b> |
|--|---------------------|---------------------|
| <b>Bypassed - Item:</b> Life & Annuity - Acturial Memo |                     |                     |
| <b>Bypass Reason:</b> N/A for an informational filing  |                     |                     |
| <b>Comments:</b>                                       |                     |                     |

|   | <b>Item Status:</b> | <b>Status Date:</b> |
|---|---------------------|---------------------|
| <b>Satisfied - Item:</b> List of Impacted Policy Forms and Approval Dates |                     |                     |
| <b>Comments:</b>  |                     |                     |
| <b>Attachment:</b>  |                     |                     |
| AR_ALIC Previously Approved List.pdf                                      |                     |                     |

|  | <b>Item Status:</b> | <b>Status Date:</b> |
|--|---------------------|---------------------|
| <b>Satisfied - Item:</b> Effect of the algorithm on an existing term life policy |                     |                     |
| <b>Comments:</b>   |                     |                     |

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*State:* Arkansas

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**Attachment:**

PLT Numerical Example.pdf

Below is a list of the Term policies that this filing applies to:

**Allstate Life Insurance Company**

| <b><u>Term Policy Form #</u></b> | <b><u>Approval Date</u></b> |
|----------------------------------|-----------------------------|
| • LU4316 .....                   | 8/31/1998                   |
| • LU4317 .....                   | 8/31/1998                   |
| • LU4316 .....                   | 1/21/2000                   |
| • LU4317 .....                   | 1/21/2000                   |

Example of Post Level Term Premium Rate Algorithm  
 Premiums per \$1,000 of Term Life Insurance  
 The numerical values shown below are for illustrative purposes only.

Issue Age 45

| Attained Age | Duration | Original Rate | Modified Rates |
|--------------|----------|---------------|----------------|
| 45           | 1        | 0.70          | 0.70           |
| 46           | 2        | 0.70          | 0.70           |
| 47           | 3        | 0.70          | 0.70           |
| 48           | 4        | 0.70          | 0.70           |
| 49           | 5        | 0.70          | 0.70           |
| 50           | 6        | 0.70          | 0.70           |
| 51           | 7        | 0.70          | 0.70           |
| 52           | 8        | 0.70          | 0.70           |
| 53           | 9        | 0.70          | 0.70           |
| 54           | 10       | 0.70          | 0.70           |
| 55           | 11       | 15.48         | 2.57           |
| 56           | 12       | 17.01         | 4.44           |
| 57           | 13       | 18.93         | 6.31           |
| 58           | 14       | 21.07         | 8.19           |
| 59           | 15       | 23.46         | 10.06          |
| 60           | 16       | 25.87         | 11.93          |
| 61           | 17       | 29.05         | <u>13.80</u>   |
| 62           | 18       | 31.86         | 15.46          |
| 63           | 19       | 34.90         | 17.34          |
| 64           | 20       | 38.22         | 19.30          |
| 65           | 21       | 41.90         | 21.38          |
| 66           | 22       | 46.06         | 23.48          |
| 67           | 23       | 50.69         | 25.62          |
| 68           | 24       | 55.78         | 27.94          |
| 69           | 25       | 61.28         | 30.32          |
| 70           | 26       | 68.33         | 33.20          |
| 71           | 27       | 76.19         | 36.44          |
| 72           | 28       | 84.95         | 40.68          |
| 73           | 29       | 94.71         | 45.14          |
| 74           | 30       | 105.62        | 49.84          |
| 75           | 31       | 117.75        | 54.98          |
| 76           | 32       | 131.29        | 61.96          |
| 77           | 33       | 146.40        | 70.12          |
| 78           | 34       | 162.50        | 79.72          |
| 79           | 35       | 180.38        | 90.96          |
| 80           | 36       | 200.84        | 103.52         |

Original Level Period Guaranteed Rate

Original Ultimate Guaranteed Rates

Modified Ultimate Rate during the Seven Year Smooth

Modified Ultimate Rate