

SERFF Tracking Number: GEFA-128484265 State: Arkansas
Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number:
Company Tracking Number: GA430E-0612
TOI: A02I Individual Annuities- Deferred Non- Sub-TOI: A02I.003 Single Premium
Variable
Product Name: Death Benefit Enhancement Endorsement
Project Name/Number: Death Benefit Enhancement Endorsement (GA430E-0612)/GA430E-0612

Filing at a Glance

Company: Genworth Life and Annuity Insurance Company

Product Name: Death Benefit Enhancement SERFF Tr Num: GEFA-128484265 State: Arkansas
Endorsement

TOI: A02I Individual Annuities- Deferred Non- SERFF Status: Closed-Approved- State Tr Num:
Variable Closed

Sub-TOI: A02I.003 Single Premium Co Tr Num: GA430E-0612 State Status: Approved-Closed
Filing Type: Form Reviewer(s): Linda Bird

Authors: Brenda Bond, Ronald Jackson Disposition Date: 06/25/2012

Jackson

Date Submitted: 06/18/2012 Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval
State Filing Description:

Implementation Date:

General Information

Project Name: Death Benefit Enhancement Endorsement (GA430E-0612)

Status of Filing in Domicile: Pending

Project Number: GA430E-0612

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: This filing is being submitted simultaneously in Virginia, our state of domicile.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 06/25/2012

State Status Changed: 06/25/2012

Deemer Date:

Created By: Ronald Jackson

Submitted By: Ronald Jackson

Corresponding Filing Tracking Number:

Filing Description:

RE: Genworth Life and Annuity Insurance Company

NAIC Group 350, Company 65536

GA430E-0612, Death Benefit Enhancement Endorsement

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The above form is being submitted for review and approval. This is a new form and it will not replace any existing form.

GA430E-0612, Death Benefit Enhancement Endorsement

This endorsement may be issued with any fixed indexed annuity contract. Currently, this form may be used with GA3003-0711 or GA3004-0711, Single Premium Deferred Annuity Contract with Market Value Adjustment and Optional Indexed Interest Crediting, which were both approved on August 26, 2011 under file # 49500 (SERFF Tracking # GEFA-127302807). This endorsement will be available only at contract issue and is not intended for existing contracts. The endorsement provides for a death benefit credit if death of an owner occurs after the 10th contract anniversary and there have been no withdrawals from the contract.

The reserves for this endorsement are covered in the reserve memo for the previously approved base contract to which this is attached.

This product will be marketed by licensed agents and brokers to individuals through traditional distribution systems as well as to customers of financial institutions. There is no special market intended. The issue ages for the base contract may be 0 to 90. However, the endorsement may have age limitations beyond those of the base contract. The issue age may range from birth to age 85.

There are no innovative or unique features in any of the forms.

We have bracketed certain information within the forms to indicate variability. These items are bracketed to indicate that we may change them for future issues without having to resubmit for approval. Each variable item is addressed in the statement of variability. Only the additional information required by this endorsement is addressed under the sample data page heading of the variability statement.

Should you have any questions please contact us using the below information.

Sincerely,

Ronald N. Jackson, Sr. Contract Analyst
Email: ronald.jackson@genworth.com
Phone #: (804) 289-6725
Fax #: (804) 281-6057
State Narrative:

SERFF Tracking Number: GEFA-128484265 State: Arkansas
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Company and Contact

Filing Contact Information

Ronald N. Jackson, Contract Analyst ronald.jackson@genworth.com
 Product Compliance 804-289-6725 [Phone]
 P O Box 27601 804-281-6916 [FAX]
 Richmond, VA 23261-7601

Filing Company Information

Genworth Life and Annuity Insurance Company CoCode: 65536 State of Domicile: Virginia
 6620 W Broad Street Group Code: 4011 Company Type: LifeHealth &
 Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 54-0283385

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50 per form.
 Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|---------------------------------------------|---------|----------------|---------------|
| Genworth Life and Annuity Insurance Company | \$50.00 | 06/18/2012 | 60219181 |

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Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|---------------------|------------|------------|----------------|
| Approved- Closed | Linda Bird | 06/25/2012 | 06/25/2012 |

SERFF Tracking Number: GEFA-128484265 *State:* Arkansas
Filing Company: Genworth Life and Annuity Insurance Company *State Tracking Number:*
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Disposition

Disposition Date: 06/25/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-128484265 State: Arkansas
 Filing Company: Genworth Life and Annuity Insurance Company State Tracking Number:
 Company Tracking Number: GA430E-0612
 TOI: A021 Individual Annuities- Deferred Non- Sub-TOI: A021.003 Single Premium
 Variable
 Product Name: Death Benefit Enhancement Endorsement
 Project Name/Number: Death Benefit Enhancement Endorsement (GA430E-0612)/GA430E-0612

Form Schedule

Lead Form Number: GA430E-0612

| Schedule Item Status | Form Number | Form Type Form Name | Action | Action Specific Data | Readability | Attachment |
|----------------------|-------------|------------------------------------------------------------------------------------------------------------------|---------|----------------------|-------------|-----------------|
| | GA430E-0612 | Policy/Cont Death Benefit ract/Fraternal Endorsement Certificate: Amendmen t, Insert Page, Endorseme nt or Rider | Initial | | 50.400 | GA430E-0612.pdf |

**GENWORTH LIFE AND ANNUITY INSURANCE COMPANY
DEATH BENEFIT ENHANCEMENT ENDORSEMENT**

This endorsement is made part of the Contract to which it is attached and is effective on the Effective Date of the Contract. To the extent that any provisions contained in this endorsement are contrary to or inconsistent with those of the Contract, the provisions of this endorsement will control.

The **Definitions** section is amended by adding the following:

Death Benefit Credit – An amount added to the Contract Value if death of an Owner, or an Annuitant if there is no natural Owner, occurs after the 10th Contract Anniversary and there have been no withdrawals from the Contract. The Death Benefit Credit is equal to the Death Benefit Enhancement Percentage multiplied by the Contract Value.

Death Benefit Enhancement Percentage – The percentage shown on the Data Pages.

The **Death Benefit When Death Occurs Before Starting Income Payments** under the **Death Benefit** section is amended by adding the following:

If death of an Owner, or an Annuitant if there is no natural Owner, occurs after the 10th Contract Anniversary and there have been no withdrawals from the Contract, a Death Benefit Credit will be added to the Contract Value. The Death Benefit Credit is equal to the Death Benefit Enhancement Percentage shown on the Data Pages multiplied by the Contract Value as of the date we receive due proof of death. The Death Benefit Credit will be allocated pro-rata to the Interest Crediting Strategy Accumulation Values.

Termination of Endorsement

Any withdrawal terminates this endorsement. In addition, once this benefit has been credited to the Contract Value this endorsement will terminate.

For Genworth Life and Annuity Insurance Company,


[Thomas M. Stinson]
[President]

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Supporting Document Schedules

Item Status: **Status Date:**

Satisfied - Item: Flesch Certification

Comments:

Attachment:

Flesch Score Cert_GA430E.pdf

Item Status: **Status Date:**

Satisfied - Item: Application

Comments:

The application, form number 119244GA 05/2011, was approved on August 26, 2011 under file # 49500 (SERFF Tracking #GEFA-127302807).

Item Status: **Status Date:**

Satisfied - Item: Life & Annuity - Acturial Memo

Comments:

Attachment:

Act Memo_GA430E-0612.pdf

Item Status: **Status Date:**

Satisfied - Item: Data Page Sample (for reference only)

Comments:

Attachment:

Sample Data Page_GA430E.pdf

Item Status: **Status Date:**

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Satisfied - Item: Variability Statement
Comments:
Attachment:
Variability Statement_GA430E.pdf

**FLESCH SCORE CERTIFICATION
GENWORTH LIFE AND ANNUITY INSURANCE COMPANY**

We certify that to the best of our knowledge and belief, the Flesch score of the below-referenced forms meet any readability requirements in effect for the IIPRC Uniform Standards:

| Form Number | Description | Flesch Score |
|--------------------|------------------------------------|------------------------------------------------------------------------------|
| GA430E-0612 | Enhanced Death Benefit Endorsement | This form scores a minimum of 50.4, when scored with the underlying contract |

For Genworth Life and Annuity Insurance Company,



By: _____
Vice President, Product Compliance

Data Pages

Contract Number: [000000000]

Riders/Endorsements:

[Bailout Waiver of Surrender Charge and MVA Endorsement

| | |
|--------------------|----------|
| Bailout Annual Cap | 4.00% |
| Bailout Window | 45 days] |

[Guaranteed Minimum Contract Value Endorsement

| | |
|------------------------------------------------|-------------|
| Guaranteed Minimum Contract Value Benefit Date | May 1, 2018 |
| Guaranteed Minimum Contract Value Factor | 107%] |

[Limited Waiver of Surrender Charge and MVA for Confinement to a Medical Care Facility Endorsement

| | |
|------------------------------------|-------------|
| Benefit Eligibility Date: | May 1, 2012 |
| Confinement Withdrawal Percentage: | 20.00%] |

[Death Benefit Enhancement Endorsement

| | |
|---------------------------------------|---------|
| Death Benefit Enhancement Percentage: | 20.00%] |
|---------------------------------------|---------|

[Guaranteed Minimum Withdrawal Benefit for Life Rider

| | |
|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Earliest Income Withdrawal Date: | May 1, 2012 |
| Annual Charge: | 0.95% of Benefit Base |
| Roll-Up Period | 10 years |
| Daily Roll-Up Rate: | Daily Equivalent of 5.00% annual rate for Contract Years 1 – 5; Daily Equivalent of 10.00% annual rate for Contract Years 6 – 10 |
| Benefit Base Percentage | 100% |
| Withdrawal Limit Trigger | \$100 |
| Guaranteed Minimum Withdrawal Benefit for Life Minimum Contract Value | \$100 |

Withdrawal Factor:

| <u>Attained Age</u> | <u>For a Single Annuitant Contract</u> | <u>For a Joint Annuitant Contract</u> |
|---------------------|----------------------------------------|---------------------------------------|
| 50 – 54 | 3.0% | 2.5% |
| 55 – 59 | 4.0% | 3.5% |
| 60 – 64 | 4.5% | 4.0% |
| 65 – 74 | 5.0% | 4.5% |
| 75 – 79 | 6.0% | 5.5% |
| 80+ | 7.0% | 6.5% |

Withdrawal Factor Enhancement:

| <u>Attained Age</u> | <u>For a Single Annuitant</u> <u>Contract</u> | <u>For a Joint Annuitant</u> <u>Contract</u> |
|---------------------|--------------------------------------------------|-------------------------------------------------|
| 50 – 54 | 0.25% | 0.25% |
| 55 – 59 | 0.25% | 0.25% |
| 60 – 64 | 0.25% | 0.25% |
| 65 – 74 | 0.25% | 0.25% |
| 75 – 79 | 0.25% | 0.25% |
| 80+ | 0.25% | 0.25%] |

GENWOTH LIFE AND ANNUITY INSURANCE COMPANY
CERTIFICATION OF VARIABILITY
June 18, 2012

We have bracketed certain information within the above-mentioned form to indicate variability. Only the information directly affected by this endorsement submission is being addressed. All ranges stated below will allow for additional flexibility in granting benefits. We certify that these forms will never reflect a lesser benefit or amount than what your state mandates. We certify that the ranges for the bracketed items contained in the endorsements and sample data pages for the endorsements are as follows:

GA430E-0612, Death Benefit Enhancement Endorsement

Officer Signature

This will accommodate changes of corporate officer, their applicable signature and the appropriate title.

Sample Data Pages (not filed for approval)

Death Benefit Enhancement Percentage

The endorsement information will only be shown if the endorsement is made a part of the base contract. The Death Benefit Base Enhancement Percentage will range from 1.00% to 20.00%. This information is reflected on the sample data page included with this submission and is not a part of the endorsement language.

We hereby certify the final forms issued to the consumer will not contain brackets denoting variable text. Any variable text included in this Statement of Variability will be effective only for future issues. The use of variable text will be administered in a uniform and non-discriminatory manner and will not result in unfair discrimination. Only text included in this Statement will be allowed to be used on the referenced forms received by consumers. Any changes to variable text or permissible range of values will be submitted prior to implementation.

For Genworth Life and Annuity Insurance Company



Paul Loveland
Vice President, Product Compliance