

SERFF Tracking Number: LCNC-128504684 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number:
Company Tracking Number: 2065297, 2066697
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Material
Project Name/Number: MGR Plus Advertising Material Brochures/2065297, 2066697

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Material
SERFF Tr Num: LCNC-128504684 State: Arkansas

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Approved State Tr Num:
Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: 2065297, 2066697 State Status: Approved-Closed
Filing Type: Advertisement Reviewer(s): Donna Lambert
Author: Anabela Tavares Disposition Date: 07/02/2012
Date Submitted: 06/22/2012 Disposition Status: Approved
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: MGR Plus Advertising Material Brochures
Project Number: 2065297, 2066697
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: 07/02/2012
State Status Changed: 07/02/2012
Created By: Anabela Tavares
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Anabela Tavares

Filing Description:

The Lincoln National Life Insurance Company
NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

Form(s):

2065297 – Lincoln MoneyGuard Reserve Plus for the Executive Market.

2066697 – Lincoln MoneyGuard Reserve Plus – A smarter alternative to self-insuring

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Dear Sir or Madam:

Attached for your review and approval is the above-referenced advertising form. This form is new and does not replace any other form previously approved by your Department.

These advertisements will be used with base contract and riders LN870, LR870, LR871, LR872 and B10465F approved by the department on October 5, 2009 under SERFF number LCNC-126293409.

We have bracketed certain items on form 2066697 as variable information. A statement of variability is included which outlines the variable items for you. We confirm that the brackets will not actually appear on the forms at print and any of the changes made will be completed within the allowable limits of the laws in your state.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

State Narrative:

Company and Contact

Filing Contact Information

Anabela Tavares, Product Compliance anabela.tavares@lfg.com
Coordinator
350 Church Street 860-466-2307 [Phone]
MPM-10 860-466-1348 [FAX]
Hartford, CT 06103

Filing Company Information

The Lincoln National Life Insurance Company CoCode: 65676 State of Domicile: Indiana
350 Church Street - MPM1 Group Code: 20 Company Type: Life
Hartford, CT 06103-1106 Group Name: State ID Number:
(860) 466-2899 ext. [Phone] FEIN Number: 35-0472300

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No

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Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$100.00	06/22/2012	60348176

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	07/02/2012	07/02/2012

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	06/27/2012	06/27/2012	Anabela Tavares	06/29/2012	06/29/2012

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Disposition

Disposition Date: 07/02/2012

Implementation Date:

Status: Approved

Comment: Thank you for your response to the objection.

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	Approved	Yes
Form	Lincoln MoneyGuard Reserve Plus for the Executive Market	Approved	Yes
Form	Lincoln MoneyGuard Reserve Plus - A smarter alternative to self-insuring	Approved	Yes

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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 06/27/2012
Submitted Date 06/27/2012
Respond By Date 07/27/2012

Dear Anabela Tavares,

This will acknowledge receipt of the captioned filing.

Objection 1

- Lincoln MoneyGuard Reserve Plus for the Executive Market, 2065297 (Form)

Comment: In the hypothetical examples, the advertisement states, "when the executive retires at age 65." Is retirement at age 65 required, or can the insured retire at any age and still have the policy transferred to the insured?

If that feature is available upon retirement at any age, please consider removing "age 65." If the insured will only receive the policy transfer if retiring at age 65, please explain that in the advertisement.

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 06/29/2012
Submitted Date 06/29/2012

Dear Donna Lambert,

Comments:

Ms. Lambert,

Response 1

Comments: There is no retirement age requirement in the policy. We use age 65 as an example because its the most common Social Security retirement age.

Related Objection 1

Applies To:

- Lincoln MoneyGuard Reserve Plus for the Executive Market, 2065297 (Form)

Comment:

In the hypothetical examples, the advertisement states, "when the executive retires at age 65." Is retirement at age 65 required, or can the insured retire at any age and still have the policy transfered to the insured?

If that feature is available upon retirement at any age, please consider removing "age 65." If the insured will only receive the policy transfer if retiring at age 65, please explain that in the advertisement.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

Thank you

Anabela

Sincerely,

Anabela Tavares

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved 07/02/2012	2065297	Advertising	Lincoln MoneyGuard Reserve Plus for the Executive Market	Initial		0.000	2065297.pdf
Approved 07/02/2012	2066697	Advertising	Lincoln MoneyGuard Reserve Plus - A smarter alternative to self-insuring	Initial		0.000	2066697.pdf



Lincoln *MoneyGuard*[®] Reserve Plus For The Executive Market

Products issued by: The Lincoln National Life Insurance Company

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The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

Introduction



Many employers include life and disability coverage in their executive benefits plans, but what if an executive someday needs long-term care?

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with optional long-term care riders issued by The Lincoln National Life Insurance Company, Fort Wayne, IN. It is a viable solution that offers long-term care (“LTC”) benefits for the Executive Market.

The rising cost of long-term care poses a significant threat to a productive work life and a secure retirement. This is why hybrid solutions featuring life insurance and long-term care benefits are increasingly popular employee benefits. One approach is for the employer to purchase a Lincoln *MoneyGuard*® Reserve Plus policy and remain the owner of the policy until the executive retires.

During this time, the company endorses a portion of the death benefit to the executive’s beneficiary(ies), while the company retains any remaining death benefits in excess of the endorsement. When the executive retires, the executive would then have sole rights to the cash value, death benefits and long-term care benefits.

Why Lincoln *MoneyGuard*® Reserve Plus for the Executive Market?

- Lincoln *MoneyGuard*® Reserve Plus policy provides guaranteed life insurance and long-term care benefits upon eligibility. The employer purchases a Lincoln *MoneyGuard*® Reserve Plus policy from The Lincoln National Life Insurance Company insuring the life of the participating executive.
- The policy provides a guaranteed return of premium benefit after the last scheduled premium is paid.* The policy is funded with level annual premiums over five or ten years. Of course, the employer could decide to pay a single premium as well.
- The employer retains all rights to the pre-retirement policy cash value. The employer is the owner and beneficiary of the policy and provides a pre-retirement death benefit endorsement to the executive for a portion of the policy death benefit. The participant names their beneficiary through the endorsement agreements.
- Help protect participating executives from risks of long-term care expenses.† Lincoln *MoneyGuard*® Reserve Plus helps protect executives from pre- and post-retirement long-term care expenses. If long-term care benefits are needed prior to retirement, the employer pays any long-term care benefits the executive needs that are covered by the policy. If LTC benefits are never needed, the policy pays the entire death benefit income tax-free. ‡ If only a portion is used for long-term care, the remaining death benefit will still be paid by the policy.

Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company.

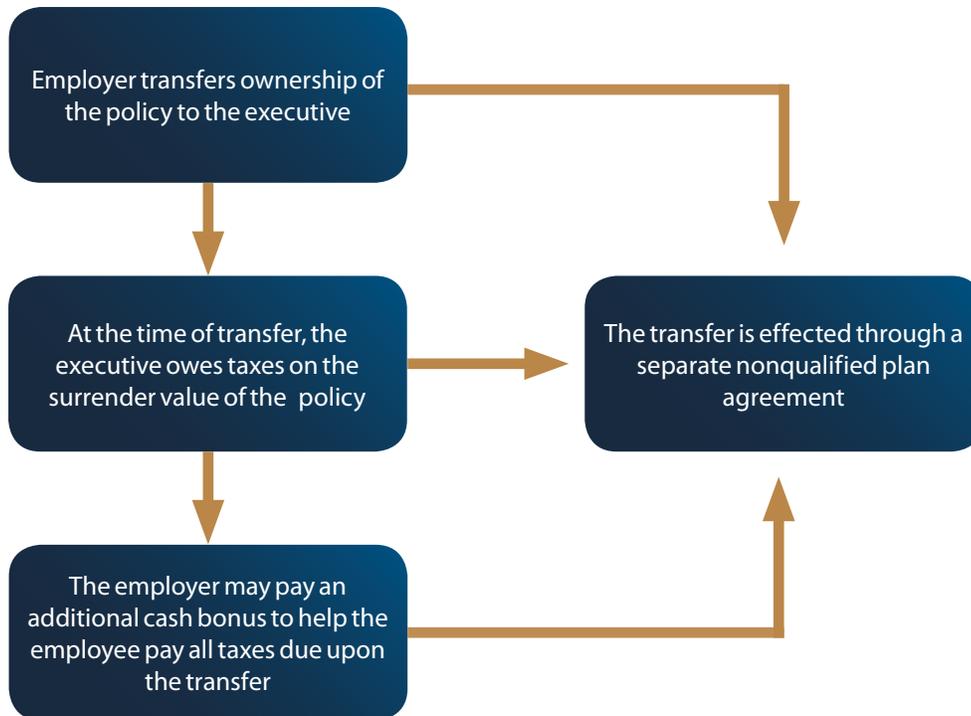
**Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies, and on flexible premium policies for ages 35-65. See Endorsement for complete terms and conditions. † Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).*

‡ Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

What Does The Executive Need To Report?

The employer will report on the executives W-2 form the value of the portion of the retirement death benefit. The executive names the beneficiary. The value would be based on IRS Table 2001 term premium rates.

What Happens At Retirement?



What Happens If Long-Term Care Benefits Are Needed Prior To Retirement?

Prior to retirement and upon eligibility, the employer agrees to pay any long-term care benefits the employee needs that are covered by the policy. An employee receives reimbursement for long-term care expenses as an income tax free fringe benefit, like other employer provided medical benefits.

What Happens After Retirement?

Once the ownership of the policy has been transferred, the executive is the sole owner of the policy and has sole rights to the policy cash value, death benefit, and long-term care benefit.

Hypothetical Example: 10-Pay Premium

Company XYZ would like to provide life insurance and long-term care benefits to key executives. The company purchases a Lincoln MoneyGuard® Reserve Plus policy for a 45-year-old male executive who is a non-smoker and in good health. The company pays annual premiums of \$10,000 for 10 years for a policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR), which will provide up to six years of long-term care benefits.

Initial Policy Benefits

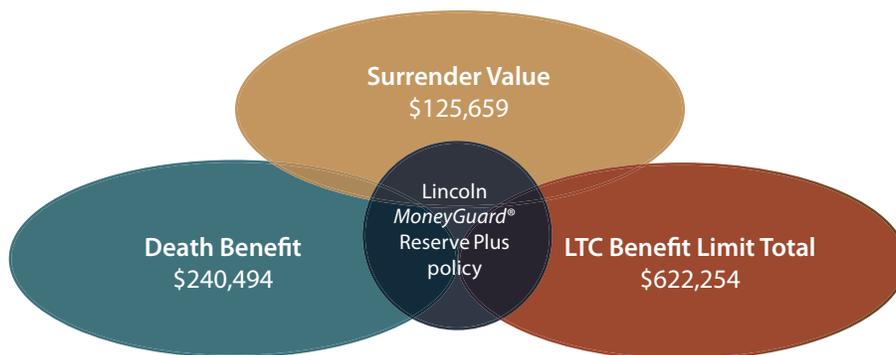
- \$207,418 in death benefits
- \$622,254 in total long-term care benefits
 - (\$8,642 per month is the maximum monthly long-term care benefits)

After the last premium is paid in year 10, the cash value of the policy is guaranteed to be at least \$100,000. Company XYZ will continue to own the policy until the executive retires at age 65. While the executive is still employed with the Company, the Company will endorse \$100,000 of the policy death benefit to the executive. Company XYZ would be entitled to any death benefit proceeds in excess of \$100,000 during this time period.

When the executive retires, Company XYZ will transfer the policy to the executive who will then have sole rights to the policy cash value, death benefits and long-term care benefits.

At the time of transfer, the executive will then owe taxes on the surrender value of the policy. The surrender value of the policy would be \$125,659. Company XYZ pays the executive an additional cash bonus to cover the income tax owed on the surrender value of the policy, which in this example would be \$83,772, assuming a federal income tax rate of 40%.

Executive Policy Values At The Time of Transfer



The values of benefits shown in these hypothetical examples may vary. Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

Contact your Lincoln representative to request a personalized projection of values.

Hypothetical Example: 5-Pay Premium

Company XYZ decides to purchase a \$100,000 Lincoln *MoneyGuard*® Reserve Plus policy for a 45-year old male executive who is a non-smoker and in good health, but the company would like to make annual payments over a 5 year period. The company would pay annual premiums of \$20,000 for 5 years for a policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR), which will provide up to six years of long-term care benefits.

Initial Policy Benefits

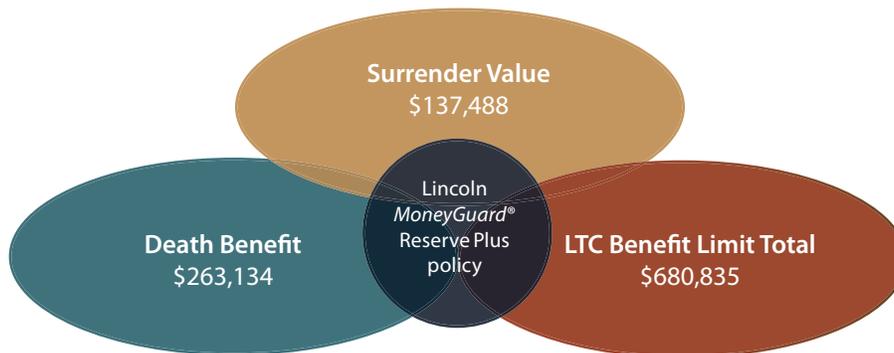
- \$226,945 in death benefits
- \$680,835 in total long-term care benefits
 - (\$9,456 per month for is the maximum monthly long-term care benefits)

After the last premium is paid in year 5, the cash value of the policy is guaranteed to be at least \$100,000. Company XYZ will continue to own the policy until the executive retires at age 65. While the executive is still employed with the Company, the Company will endorse \$100,000 of the policy death benefit to the executive. Company XYZ would be entitled to any death benefit proceeds in excess of \$100,000 during this time period.

When the executive retires, Company XYZ will transfer the policy to the executive who will then have sole rights to the policy cash value, death benefits and long-term care benefits.

At the time of transfer, the executive will then owe taxes on the surrender value of the policy. The surrender value of the policy would be \$137,488. Company XYZ pays the executive an additional cash bonus to cover the income tax owed on the surrender value of the policy, which in this example would be \$91,659, assuming a federal income tax rate of 40%.

Executive Policy Values At The Time of Transfer



The values of benefits shown in these hypothetical examples may vary. Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

Contact your Lincoln representative to request a personalized projection of values.

Application Process

The Lincoln *MoneyGuard*® Reserve Plus for the Executive Market application process is simple and requires no exams or doctor statements. Applicants will take part in a 45 minute prescreening personal history phone interview.

Streamlined Step-by-Step Process



Applicants

- No exams
- No doctor statements
- No lab work needed
- Applicants will participate in a 45 minute phone interview



Lincoln *MoneyGuard*® Reserve Plus is a registered trademark of Lincoln Financial Group. Please refer to the Product Guide for more details.

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Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including The Lincoln National Life Insurance Company, Fort Wayne, IN, and broker/dealer-affiliate Lincoln Financial Distributors, Inc., Radnor, PA. Affiliates are separately responsible for their own financial and contractual obligations.

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider* (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider* (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The money back guarantee is featured through the Enhanced Surrender Value Endorsement (ESVE), included in the policy cost for all single premium policies, and for flexible premium policies for issue ages 35 – 65. Any additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions. Additionally, long-term care benefit riders may not cover all costs associated with long-term care costs incurred by the insured during the coverage period. All contract provisions, including limitations and exclusions, should be carefully reviewed by the owner.

Issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

The policy and riders have exclusions, limitations, and/or reductions. Products and features, including benefits, terms, and definitions, may vary by state.

Not for use in New York.

General exclusions and limitations*

The LTC riders will not provide benefits for: a. treatment for alcoholism, drug addiction, or chemical dependency (unless the drug addiction or chemical dependency is a result of medication taken in doses as prescribed by a physician); b. treatment arising out of an attempt (while sane) at suicide or an intentionally self-inflicted injury; c. treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; d. loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws; e. confinement or care received outside the United States, f. services provided by a facility or an agency that does not meet this rider definition for such facility or agency; and g. services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

*State variations apply.

To learn more about sophisticated insurance transactions such as the strategy described herein, please contact Michael E. Nolan at 301-907-9500 or by email at NolanM@Nolanfinancial.com. Please visit our website at www.nolanfinancial.com.



Headquarters

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Service Centers

Chevy Chase, MD
Dallas, TX

Online: www.nolanfinancial.com

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FOR LIFE

Universal Life Insurance

The Lincoln National Life Insurance Company

Lincoln *MoneyGuard*[®] Reserve Plus

A smarter alternative to self-insuringSM

Hello future.[®]



The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

Not a deposit	Not FDIC-insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

Put long-term care benefits to work for your business

Many employers provide key person benefits, such as life and disability insurance, but what if an executive needs long-term care someday? With Lincoln *MoneyGuard*[®] Reserve Plus, you can reward talent with universal life insurance coverage that offers:

- Tax-advantaged long-term care reimbursement for long-term care expenses
- A money back guarantee¹
- An income tax-free death benefit²

Choose the funding option that works best for your business. S corporations, partnerships and LLCs should withdraw business earnings and purchase a Lincoln *MoneyGuard* Reserve Plus policy individually. C corporations can consider permanent corporate ownership or an executive bonus arrangement. Consult your legal and tax advisors to determine the right strategy for your business.

Lincoln *MoneyGuard* Reserve Plus is a universal life insurance policy with optional long-term care benefit riders³ issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.

Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs, helping to protect assets you've set aside for retirement. It offers a simple solution that makes sense for today and for tomorrow. Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company.



Hypothetical case study

Long-term care benefits for a senior executive

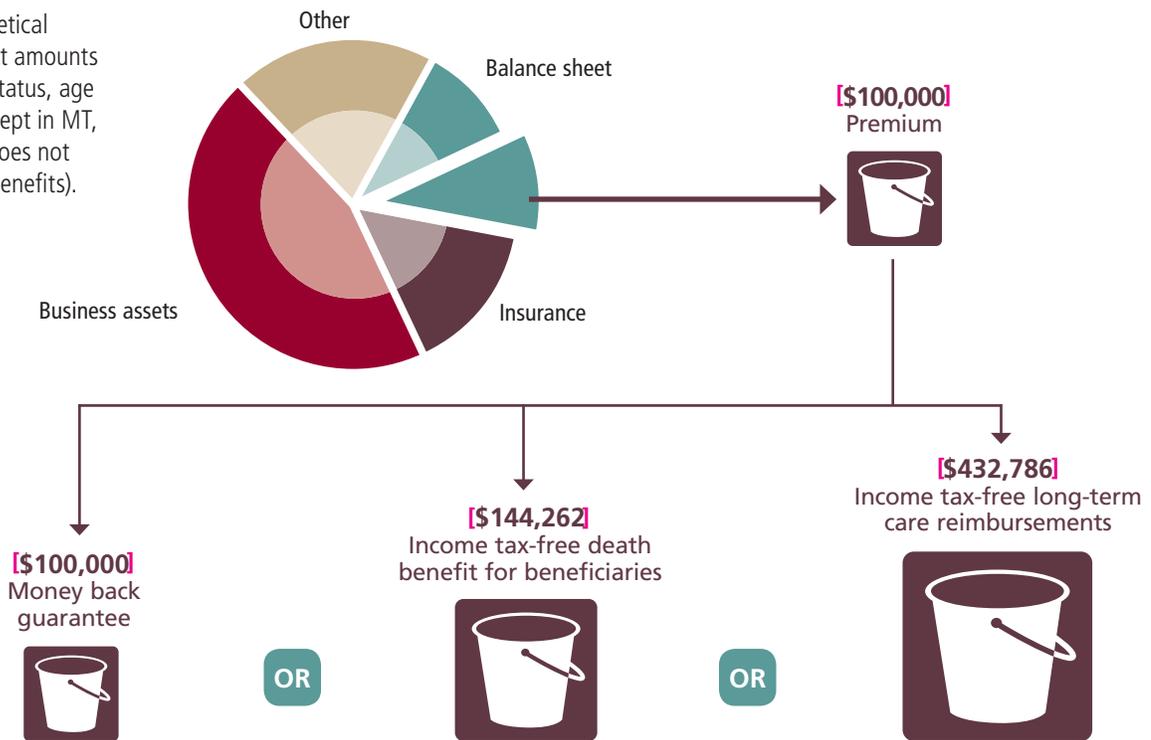
Vince is a healthy nonsmoker, age [60]. He is a key executive of an engineering firm. The corporation contributes [\$100,000] toward a single premium Lincoln *MoneyGuard* Reserve Plus policy for Vince with a [two]-year Convalescent Care Benefits Rider (CCBR) and a [four]-year Extension of Benefits Rider (EOBR), which will provide up to [six] years of long-term care benefits.

¹ Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

² Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

³ Available at an additional cost.

This is a hypothetical example. Benefit amounts vary by health status, age and gender (except in MT, where gender does not affect rates or benefits).



If the corporation no longer wants the policy

- At any time upon surrendering the policy, the company can request the return of the original **[\$100,000]** premium. The amount received will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications. The money back guarantee is included in the policy cost through the Enhanced Surrender Value Endorsement, which is available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

OR

If Vince does not need long-term care

- His policy provides a **[\$144,262]** income tax-free death benefit.
- If Vince uses any of the death benefit for long-term care expense reimbursements, the remaining portion will pass to policy beneficiaries, income tax-free, minus any loans or cash withdrawals.

OR

If Vince needs long-term care

- He can receive up to **[\$432,786]** of income tax-free reimbursements for qualified long-term care expenses.
- His maximum available benefit is **[\$6,011]** per month (**[\$72,131]** per year) for up to **[six]** years.

More reasons why Lincoln MoneyGuard® Reserve Plus

No deductible or elimination period

Opportunity of tax advantages

The policy provides income tax-free reimbursements for qualified long-term care expenses.¹ If long-term care benefits are not used, it pays an income tax-free death benefit to your executive’s beneficiaries.

Choice of care setting

From home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care and alternative care services. Qualified long-term care expenses can be reimbursed up to the monthly maximum benefit for all levels of care.

International benefits

The policy provides up to 50% of the monthly maximum CCBP benefit for qualified long-term care services received in a facility outside the United States. Even though monthly benefits are capped, the full amount of the total CCBP benefits is available.

¹ Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).



Lincoln
Financial GroupSM

HELPING PEOPLE FACE THE FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. We provide advice and solutions to help people save for tomorrow, secure and maximize their income, protect themselves and their loved ones, and prepare for the unexpected.

Hello future.[®]

INCOME
LIFE
RETIREMENT
GROUP BENEFITS

For more information contact a licensed insurance agent/representative.

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Lincoln *MoneyGuard*[®] Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions, which may vary by state.

Lincoln *MoneyGuard*[®] Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities

other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

The policy and riders have exclusions, limitations, and/or reductions. Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

General exclusions and limitations

The long-term care riders will not provide benefits for: care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders (this exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of dementia); treatment for alcoholism or drug addiction (unless the drug addiction is a result of medication taken in doses as prescribed by a physician); treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury; treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision; services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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PRNT 4/12 Z02

Order code: MGR-CASH-BRC003

SERFF Tracking Number: LCNC-128504684 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number:
Company Tracking Number: 2065297, 2066697
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Material
Project Name/Number: MGR Plus Advertising Material Brochures/2065297, 2066697

Supporting Document Schedules

		Item Status:	Status
Satisfied - Item:	Statement of Variability	Approved	Date: 07/02/2012
Comments:			
Attachment:			
SOV - 2066697.pdf			

STATEMENT OF VARIABILITY

The Lincoln National Life Insurance Company

June 22, 2012

Form(s)

2066697 - Lincoln MoneyGuard Reserve Plus - A smarter alternative for self-insuring

Nancy, Age [60]

Explanation: The age is based upon the allowable issue ages for the product

[two]-year Convalescent Care Benefits Rider
[four]-year Extension of Benefits Rider

Explanation: Is based on the age and benefits selected

[\$100,000]

Explanation: Based on the specified amount chosen

[\$144,262] Income tax-free death benefit for beneficiaries

Explanation: May vary based on the age, premium, specified amount and rider selection

[\$432,786] Income tax-free long-term care reimbursements
[\$72,131]
[\$6,011]

Explanation: May vary based on the age, premium, specified amount and rider selection

[six] years

Explanation: Years may vary based upon on age and rider election