

**State:** Arkansas **Filing Company:** Philadelphia Financial Life Assurance Company  
**TOI/Sub-TOI:** L06I Individual Life - Variable/L06I.002 Single Life - Flexible Premium  
**Product Name:** END-1201  
**Project Name/Number:** /

## Filing at a Glance

Company: Philadelphia Financial Life Assurance Company  
Product Name: END-1201  
State: Arkansas  
TOI: L06I Individual Life - Variable  
Sub-TOI: L06I.002 Single Life - Flexible Premium  
Filing Type: Form  
Date Submitted: 08/27/2012  
SERFF Tr Num: AGLL-128660978  
SERFF Status: Closed-Approved-Closed  
State Tr Num:  
State Status: Approved-Closed  
Co Tr Num: END-1201  
  
Implementation: On Approval  
Date Requested:  
Author(s): Harley Misson  
Reviewer(s): Linda Bird (primary)  
Disposition Date: 08/30/2012  
Disposition Status: Approved-Closed  
Implementation Date:  
  
State Filing Description:

**State:** Arkansas **Filing Company:** Philadelphia Financial Life Assurance Company  
**TOI/Sub-TOI:** L06I Individual Life - Variable/L06I.002 Single Life - Flexible Premium  
**Product Name:** END-1201  
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## General Information

Project Name: Status of Filing in Domicile: Authorized  
 Project Number: Date Approved in Domicile:  
 Requested Filing Mode: Review & Approval Domicile Status Comments: Variable Life products are exempt from the form filing requirements of the Commonwealth of Pennsylvania.  
 Explanation for Combination/Other: Market Type: Individual  
 Submission Type: New Submission Individual Market Type:  
 Overall Rate Impact: Filing Status Changed: 08/30/2012  
 State Status Changed: 08/30/2012  
 Deemer Date: Created By: Harley Misson  
 Submitted By: Harley Misson Corresponding Filing Tracking Number:

### Filing Description:

END-1201 is an Endorsement to the currently approved Flexible Premium Variable Life Insurance Policy (VL-0901bAR, approved 12/22/09) and Flexible Premium Survivorship Variable Life Insurance Policy (VJ-0901bAR, approved 02/04/10).

The purpose is to align potential changes to the death benefit options with the needs of our target market.

Philadelphia Financial Life Assurance Company policy contracts are Private Placement offerings, exempt from registration under the Securities Act of 1933. Our policies are suitable for purchase only by individuals or corporations with substantial financial means. Because the policy forms have not been filed with the SEC, the products are offered for sale only to individuals, corporations, partnerships, etc. where we have reasonable grounds to believe that the purchasers are accredited investors, as defined by law or in an offer and sale which satisfies all the conditions applicable to offers and sales made under Regulation D.

If you have any questions or need additional information, please contact me by phone at 484-530-4805 or by electronic mail at [hmisson@philadelphiafinancial.com](mailto:hmisson@philadelphiafinancial.com)

## Company and Contact

### Filing Contact Information

Harley Misson, [hmisson@philafin.com](mailto:hmisson@philafin.com)  
 610 W. Germantown Pike 484-530-4805 [Phone]  
 Suite 460 484-530-0265 [FAX]  
 Plymouth Meeting, PA 19462

### Filing Company Information

Philadelphia Financial Life Assurance Company	CoCode: 60232	State of Domicile:
610 W. Germantown Pike, Suite 460	Group Code:	Pennsylvania
Plymouth Meeting, PA 19462	Group Name:	Company Type:
(484) 530-4800 ext. [Phone]	FEIN Number: 52-0795747	State ID Number:

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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50.00 per endorsement  
 Per Company: No

Company	Amount	Date Processed	Transaction #
Philadelphia Financial Life Assurance Company	\$50.00	08/27/2012	62047523

SERFF Tracking #:

AGLL-128660978

State Tracking #:

Company Tracking #:

END-1201

State:

Arkansas

Filing Company:

Philadelphia Financial Life Assurance Company

TOI/Sub-TOI:

L06I Individual Life - Variable/L06I.002 Single Life - Flexible Premium

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/30/2012	08/30/2012

SERFF Tracking #:

AGLL-128660978

State Tracking #:

Company Tracking #:

END-1201

State:

Arkansas

Filing Company:

Philadelphia Financial Life Assurance Company

TOI/Sub-TOI:

L06I Individual Life - Variable/L06I.002 Single Life - Flexible Premium

Product Name:

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## Disposition

Disposition Date: 08/30/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Endorsement		Yes

State: Arkansas

Filing Company:

Philadelphia Financial Life Assurance Company

TOI/Sub-TOI: L06I Individual Life - Variable/L06I.002 Single Life - Flexible Premium

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## Form Schedule

Lead Form Number: END-1201

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1		END-1201	CERA	Endorsement	Initial:	57.100	END-1201.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages

**PHILADELPHIA FINANCIAL LIFE ASSURANCE COMPANY**  
**PHILADELPHIA, PENNSYLVANIA**  
**ENDORSEMENT**

This policy is amended by replacing the final two paragraphs in **Part 3. Insurance Plan, Changing the Death Benefit Option**, with the following three paragraphs.

**If the Death Benefit is changed from Option 2 to Option 1, the Face Amount after the change will equal the Face Amount immediately prior to the change.**

**Changes from Option 3 will be made based on the principle that the death benefit less account value shall not be increased as a result of such change. The Death Benefit of the changed Policy will be for such amount as we approve.**

**If the Death Benefit is changed from Option 2 to Option 3, the Face Amount after the change will equal the Face Amount immediately prior to the change. The Option 3 Specified Amount shall equal the Account Value on the date of change.**

This endorsement is attached to and made a part of this policy effective on the Policy Date unless a later date is shown here:

  
Secretary



The following must be completed if this endorsement is effective after the Policy Date.

I agree that endorsement END-1201 shall become a part of variable contract number \_\_\_\_\_.

\_\_\_\_\_  
Signature of Applicant

Dated \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Witness

SERFF Tracking #:

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## Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Flesch Certification		
Comments:			
Attachment(s):			
Readability Certification.pdf			

**PHILADELPHIA FINANCIAL LIFE ASSURANCE COMPANY**

**Flesch Readability Certification**

END-1201.....57.1

I hereby certify that each Flesch Readability score listed above is correct and true.



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Harley W. Misson  
Director of Compliance

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August 01, 2012  
Date