

State: Arkansas **Filing Company:** Assurity Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: LSWL VC
Project Name/Number: LSWL VC/LSWL VC

Filing at a Glance

Company: Assurity Life Insurance Company
Product Name: LSWL VC
State: Arkansas
TOI: L071 Individual Life - Whole
Sub-TOI: L071.101 Fixed/Indeterminate Premium - Single Life
Filing Type: Form
Date Submitted: 09/24/2012
SERFF Tr Num: SEFL-128653221
SERFF Status: Closed-Approved-Closed
State Tr Num:
State Status: Approved-Closed
Co Tr Num: LSWL VC

Implementation: On Approval
Date Requested:
Author(s): Kristi Hendrickson
Reviewer(s): Linda Bird (primary)
Disposition Date: 09/27/2012
Disposition Status: Approved-Closed
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** Assurity Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: LSWL VC
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General Information

Project Name: LSWL VC	Status of Filing in Domicile: Pending
Project Number: LSWL VC	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 09/27/2012
	State Status Changed: 09/27/2012
Deemer Date:	Created By: Kristi Hendrickson
Submitted By: Kristi Hendrickson	Corresponding Filing Tracking Number:

Filing Description:
 Form Numbers Form Title
 I L0880 (AR) (R01-13) Whole Life Insurance

In preparation for the 2013 NAIC Standard Valuation and Nonforfeiture Law change, the above revised form and associated actuarial memoranda are submitted for review and approval.

The purpose of the filing is to change the language regarding the valuation rate as well as change the Nonforfeiture rate stated within the Nonforfeiture provision of the policies. This is the only change being made to the forms. A redlined version of the change is being provided under the supporting documentation tab for convenience in review.

When approved, the revised forms will replace the original version of the form I L0880 (AR) approved on 10/20/2008, under filing number SEFL-125821794.

Company and Contact

Filing Contact Information

Kristi Hendrickson, Policy Filing Specialist policyfiling@assurity.com
 P.O. Box 82533 402-437-3452 [Phone]
 Lincoln, NE 68501-2533 402-437-3802 [FAX]

Filing Company Information

Assurity Life Insurance Company	CoCode: 71439	State of Domicile: Nebraska
P.O. Box 82533	Group Code:	Company Type: Life/Health
Lincoln, NE 68501-2533	Group Name:	State ID Number:
(800) 276-7619 ext. [Phone]	FEIN Number: 38-1843471	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	\$50 per policy

State: Arkansas Filing Company: Assurity Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: LSWL VC
Project Name/Number: LSWL VC/LSWL VC

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	09/27/2012	09/27/2012

SERFF Tracking #:

SEFL-128653221

State Tracking #:

Company Tracking #:

LSWL VC

State:

Arkansas

Filing Company:

Assurity Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

LSWL VC

Project Name/Number:

LSWL VC/LSWL VC

Disposition

Disposition Date: 09/27/2012

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		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Redlined version		No
Form	Whole Life Insurance		No

State: Arkansas **Filing Company:** Assurity Life Insurance Company
TOI/Sub-TOI: L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life
Product Name: LSWL VC
Project Name/Number: LSWL VC/LSWL VC

Form Schedule

Lead Form Number: I L0880 (AR) (R01-13)

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1		I L0880 (AR) (R01-13)	POL	Whole Life Insurance	Revised: Replaced Form #: I L0880 (AR) Previous Filing #: SEFL- 125821794	50.900	IL0880AR1-13.pdf

Form Type Legend:

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



READ YOUR POLICY CAREFULLY! This Policy is a legal contract between the Owner (You or Your) and Assurity Life Insurance Company (We, Us, Our or Assurity), a stock company. Terms that begin with capital letters are used as defined in this Policy or on the Policy Schedule. The Index lists all such terms on page 2.

We will pay the Proceeds of this Policy to the Beneficiary if:

- the Insured dies while this Policy is in force;
- We receive due proof of the Insured's death; and
- all Policy provisions are met.

RIGHT TO CANCEL

You may examine and cancel this Policy within 30 days of delivery for a full Premium refund. To cancel this Policy, return it to Our Administrative Office or the representative from whom it was purchased. Cancellation is effective on the date We receive the returned Policy at Our Administrative Office or the date it is received by the representative from whom it was purchased. When returned within 30 days of delivery, this Policy will be void from the Issue Date. We will refund the full Premium paid for this Policy and treat it as if it had never been issued.

You may cancel this Policy at any time after the 30-day Right to Cancel period by delivering or mailing a written request to Our Administrative Office. You may specify the date on which you want cancellation to be effective. However, cancellation will only be effective on the date You specify if We receive Your written request before that date. If We do not receive Your written request prior to the date You specify for cancellation, cancellation will be effective on the date We receive Your written request. Upon cancellation, We will promptly return the unearned portion of any Premium paid.

Assurity Life Insurance Company has signed this Policy on the Issue Date.

[President's signature]

[Secretary's signature]

President

Secretary

**Assurity Life Insurance Company
Administrative Office
P.O. Box 82533, Lincoln, Nebraska 68501-2533
Toll-free (800) 869-0355**

**WHOLE LIFE INSURANCE
Premiums payable to age 121 – Participating Policy**

Representative name:	[Alex Assurity]
Address:	[1526 K Street]
	[Lincoln NE 68508]
	[]
Telephone:	[800-869-0355]

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TABLE OF GUARANTEED VALUES

THE FOLLOWING TABLE SHOWS THE GUARANTEED VALUES AT THE END OF STATED POLICY YEARS, AND ASSUMES PREMIUMS HAVE BEEN PAID AND THE POLICY IS FREE FROM INDEBTEDNESS TO THE COMPANY THE VALUES AT A DATE OTHER THAN THE END OF A POLICY YEAR WILL BE DETERMINED WITH ALLOWANCE FOR THE TIME ELAPSED IN THAT POLICY YEAR. VALUES FOR YEARS NOT SHOWN WILL BE FURNISHED ON REQUEST.

INSURED: [JOHN DOE]

POLICY NUMBER: [1234567890]

DATE OF ISSUE: [OCTOBER 1, 2012]

AGE: [35]

AMOUNT OF INSURANCE: \$[100,000.00]

GENDER: [MALE]

CLASS: [SELECT NON-TOBACCO]

END OF POLICY YEAR	POLICY ANNIVERSARY	INSURANCE AGE	GUARANTEED CASH VALUE	REDUCED PAID-UP INSURANCE	EXTENDED TERM INSURANCE YEARS	DAYS
1	[2013]	[36]	\$[0]	\$[0]	[0]	[0]
2	[2014]	[37]	[0]	[0]	[0]	[0]
3	[2015]	[38]	[820]	[3,600]	[5]	[286]
4	[2016]	[39]	[1,895]	[8,000]	[10]	[309]
5	[2017]	[40]	[3,001]	[12,200]	[14]	[222]
6	[2018]	[41]	[4,140]	[16,200]	[17]	[50]
7	[2019]	[42]	[5,314]	[20,100]	[19]	[14]
8	[2020]	[43]	[6,522]	[23,800]	[20]	[151]
9	[2021]	[44]	[7,765]	[27,400]	[21]	[158]
10	[2022]	[45]	[9,042]	[30,800]	[22]	[82]
11	[2023]	[46]	[10,352]	[34,100]	[22]	[313]
12	[2024]	[47]	[11,695]	[37,200]	[23]	[130]
13	[2025]	[48]	[13,068]	[40,300]	[23]	[262]
14	[2026]	[49]	[14,473]	[43,100]	[23]	[345]
15	[2027]	[50]	[15,915]	[45,900]	[24]	[26]
16	[2028]	[51]	[17,395]	[48,500]	[24]	[42]
17	[2029]	[52]	[18,914]	[51,100]	[24]	[36]
18	[2030]	[53]	[20,470]	[53,500]	[24]	[10]
19	[2031]	[54]	[22,063]	[55,800]	[23]	[330]
20	[2032]	[55]	[23,692]	[58,100]	[23]	[269]
21	[2033]	[56]	[25,352]	[60,300]	[23]	[194]
22	[2034]	[57]	[27,043]	[62,400]	[23]	[105]
23	[2035]	[58]	[28,766]	[64,400]	[23]	[4]
24	[2036]	[59]	[30,520]	[66,300]	[22]	[256]
25	[2037]	[60]	[32,309]	[68,100]	[22]	[135]
26	[2038]	[61]	[34,095]	[69,800]	[21]	[364]
27	[2039]	[62]	[35,896]	[71,500]	[21]	[224]
28	[2040]	[63]	[37,705]	[73,000]	[21]	[76]
29	[2041]	[64]	[39,519]	[74,500]	[20]	[287]
30	[2042]	[65]	[41,341]	[75,900]	[20]	[130]

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DATE OF ISSUE: [OCTOBER 1, 2012]

AGE: [35]

AMOUNT OF INSURANCE: \$[100,000.00]

GENDER: [MALE]

CLASS: [SELECT NON-TOBACCO]

END OF POLICY YEAR	POLICY ANNIVERSARY	INSURANCE AGE	GUARANTEED CASH VALUE	REDUCED PAID-UP INSURANCE	EXTENDED TERM INSURANCE YEARS	DAYS
31	[2043]	[66]	[\$43,173]	[\$77,200]	[19]	[330]
32	[2044]	[67]	[45,020]	[78,500]	[19]	[166]
33	[2045]	[68]	[46,885]	[79,700]	[18]	[357]
34	[2046]	[69]	[48,770]	[80,900]	[18]	[187]
35	[2047]	[70]	[50,672]	[82,000]	[18]	[7]
36	[2048]	[71]	[52,583]	[83,100]	[17]	[199]
37	[2049]	[72]	[54,490]	[84,100]	[17]	[16]
38	[2050]	[73]	[56,381]	[85,100]	[16]	[206]
39	[2051]	[74]	[58,260]	[86,000]	[16]	[21]
40	[2052]	[75]	[60,128]	[86,900]	[15]	[212]
41	[2053]	[76]	[61,984]	[87,700]	[15]	[28]
42	[2054]	[77]	[63,823]	[88,500]	[14]	[223]
43	[2055]	[78]	[65,633]	[89,300]	[14]	[43]
44	[2056]	[79]	[67,400]	[90,000]	[13]	[241]
45	[2057]	[80]	[69,117]	[90,700]	[13]	[69]
46	[2058]	[81]	[70,776]	[91,300]	[12]	[270]
47	[2059]	[82]	[72,376]	[91,900]	[12]	[107]
48	[2060]	[83]	[73,923]	[92,400]	[11]	[309]
49	[2061]	[84]	[75,414]	[92,900]	[11]	[158]
50	[2062]	[85]	[76,841]	[93,400]	[10]	[359]
51	[2063]	[86]	[78,197]	[93,800]	[10]	[225]
52	[2064]	[87]	[79,473]	[94,200]	[10]	[78]
53	[2065]	[88]	[80,664]	[94,600]	[9]	[306]
54	[2066]	[89]	[81,767]	[94,900]	[9]	[180]
55	[2067]	[90]	[82,782]	[95,200]	[9]	[40]
56	[2068]	[91]	[83,725]	[95,500]	[8]	[286]
57	[2069]	[92]	[84,614]	[95,800]	[8]	[170]
58	[2070]	[93]	[85,450]	[96,000]	[8]	[40]
59	[2071]	[94]	[86,230]	[96,200]	[7]	[299]
60	[2072]	[95]	[86,951]	[96,400]	[7]	[201]

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END OF POLICY YEAR	POLICY ANNIVERSARY	INSURANCE AGE	GUARANTEED CASH VALUE	REDUCED PAID-UP INSURANCE	EXTENDED TERM INSURANCE YEARS	DAYS
61	[2073]	[96]	[\$87,623]	[\$96,600]	[7]	[91]
62	[2074]	[97]	[88,265]	[96,800]	[6]	[346]
63	[2075]	[98]	[88,873]	[96,900]	[6]	[266]
64	[2076]	[99]	[89,438]	[97,100]	[6]	[177]
65	[2077]	[100]	[89,945]	[97,200]	[6]	[77]
66	[2078]	[101]	[90,404]	[97,300]	[5]	[344]
67	[2079]	[102]	[90,854]	[97,500]	[5]	[273]
68	[2080]	[103]	[91,293]	[97,600]	[5]	[192]
69	[2081]	[104]	[91,720]	[97,700]	[5]	[94]
70	[2082]	[105]	[92,135]	[97,800]	[4]	[353]
71	[2083]	[106]	[92,539]	[97,900]	[4]	[289]
72	[2084]	[107]	[92,932]	[98,000]	[4]	[214]
73	[2085]	[108]	[93,314]	[98,100]	[4]	[119]
74	[2086]	[109]	[93,685]	[98,200]	[3]	[363]
75	[2087]	[110]	[94,043]	[98,200]	[3]	[308]
76	[2088]	[111]	[94,391]	[98,300]	[3]	[241]
77	[2089]	[112]	[94,726]	[98,400]	[3]	[151]
78	[2090]	[113]	[95,049]	[98,500]	[3]	[17]
79	[2091]	[114]	[95,361]	[98,600]	[2]	[326]
80	[2092]	[115]	[95,661]	[98,600]	[2]	[269]
81	[2093]	[116]	[95,949]	[98,700]	[2]	[180]
82	[2094]	[117]	[96,225]	[98,800]	[1]	[364]
83	[2095]	[118]	[96,490]	[98,800]	[1]	[332]
84	[2096]	[119]	[96,742]	[98,900]	[1]	[274]
85	[2097]	[120]	[96,949]	[98,800]	[0]	[361]
86	[2098]	[121]	[100,000]	[100,000]	[0]	[0]

YOUR POLICY

Entire Contract. The entire contract between You and Assurity includes:

- this Policy, which is the contract of insurance;
- Your Application, which consists of the papers You signed to purchase this Policy. We have attached a copy of Your Application to this Policy; and
- any riders or endorsements We have attached to this Policy.

Your Policy is issued in return for:

- the attached Application; and
- advance payment of the First Premium (see Premiums section).

Issue Date. Your Policy is effective on the Issue Date. The Policy Schedule shows the Issue Date. The Issue Date is the date from which We measure Policy Anniversaries and Policy Years. A Policy Anniversary occurs in each succeeding calendar year Your Policy remains in force. The month and day of each Policy Anniversary corresponds to the month and day of the Issue Date. A Policy Year is a period of 12 consecutive calendar months. The first Policy Year begins on the Issue Date. Policy Years after the first begin on the first Policy Anniversary and on each successive Policy Anniversary thereafter.

Policy Termination. Your Policy will terminate on the earliest of the following:

- the date of the Insured's death;
- the Policy Anniversary after the Insured's 121st birthday (shown as the Expiration Date on the Policy Schedule);
- the Due Date of any Premium not paid on or before the Due Date unless this Policy's Grace Period applies;
- the date the Grace Period expires for any Premium to which the Grace Period applies;
- when the Insured establishes residence in a foreign country; or
- the date You request termination.

Contract Changes. We cannot change Your Policy unless You agree to the change. Only Our President, Secretary or one of Our Vice Presidents can change or waive the terms and conditions of Your contract. Changes must be in writing and signed by one of these officers. No sales representative or any other person has the authority to change Your Policy or waive the terms and conditions of Your contract.

PREMIUMS

Premium Payment. Premiums are payments made to place and keep this Policy in force. Each Premium is due on or before its Due Date. The Due Date for the First Premium is the Issue Date. Payment of the First Premium is required to issue this Policy.

After paying the First Premium, You pay renewal Premiums to renew Your Policy to the next Due Date. The Due Date for a renewal Premium occurs and recurs after a Premium Period. A Premium Period is a fixed number of consecutive calendar months measured from the Issue Date. Four different Premium Periods are available under Your Policy. The Policy Schedule shows the amount of Premium payable for each Premium Period. You determine when renewal premiums are paid by selecting one of the four Premium Periods described below. *Note: Month(s) refer to calendar month(s):*

1. **Annual.** Twelve months separate each Due Date. Annual renewal Premiums are due on the first and each subsequent Policy Anniversary. Annual Due Dates, like Policy Anniversaries, correspond to the month and day of the Issue Date.
2. **Semi-Annual.** Six months separate each Due Date. Semi-annual Due Dates correspond to the day of the month of the Issue Date in the next and each subsequent six-month period.
3. **Quarterly.** Three months separate each Due Date. Quarterly Due Dates correspond to the day of the month of the Issue Date in the next and each subsequent three-month period.
4. **Monthly.** One month separates each Due Date. Monthly Due Dates correspond to the day of the month of the Issue Date in each subsequent calendar month.

Premiums are paid to Assurity at Our Administrative Office. You may request and receive a receipt for Premiums paid. This Policy will terminate on the Due Date of any Premium not paid on or before that Due Date unless the Policy's Grace Period applies.

Grace Period. A Premium not paid on or before its Due Date may be paid in that Premium's Grace Period. The Grace Period begins on a Premium's Due Date and ends 31 days later. Your Policy will remain in effect if a Premium is paid during its Grace Period. If the Insured's death occurs during the Grace Period, Proceeds, after deducting the unpaid Premium, remain payable. If You do not pay a Premium by the end of its Grace Period, Your Policy will terminate for nonpayment of Premium (see Termination Options).

We will provide written notice that Your Policy will terminate for nonpayment of Premium at least 31 days before such termination would occur. Notice will be to the last known address of the Owner and of any assignee of record. Notice will include the amount of Premium necessary to keep the Policy in force and the date by which such Premium must be received.

Automatic Premium Loan. If Your Policy has sufficient Loan Value, You may request to use an automatic premium loan to pay Premiums not paid by the end of the Grace Period. Unless elected in Your Policy's Application, Your written request to use an automatic premium loan to pay premiums must be received at Our Administrative Office before the Grace Period expires.

You may revoke an election to use automatic premium loans by providing Us written notification. Revocation will be effective when We receive Your written notice at Our Administrative Office. Upon revocation, automatic premium loans will not be used to pay Premiums unless and until You later request otherwise. Later requests must comply with this section. In addition to this section, automatic premium loans are subject to the Loans section.

The amount of the automatic premium loan will correspond to the Premium Period in effect for Your Policy.

If the Loan Value is not sufficient to pay the:

- annual Premium, an automatic premium loan equal to the semi-annual Premium will be taken on each succeeding semi-annual Premium Due Date;
- semi-annual Premium, an automatic premium loan equal to the quarterly Premium will be taken for each succeeding quarterly Premium Due Date;
- quarterly Premium, an automatic premium loan will not be taken, Your Policy will terminate, and the Termination Options will apply.

Reinstatement. You can reinstate Your lapsed Policy and any attached riders, if applicable, if:

- You apply for reinstatement on Our application form within three years of the lapse;
- the Insured and Owner(s), if different, sign the application;
- You pay all past due Premiums together with 6% interest, compounded annually from each Due Date; and
- You provide Us satisfactory Evidence of Insurability. Evidence of Insurability is information about the Insured We use to determine whether to approve or reinstate Your Policy.

The Policy loan and Loan Interest as of the lapse date must be paid or reinstated. Compound interest to the date of reinstatement will be charged on any Policy loan at the applicable Policy Loan Interest Rate during the period of lapse.

The reinstatement of Your Policy is effective on the date We approve Your reinstatement application.

You cannot reinstate Your Policy:

- if You requested cancellation under the Right to Cancel section;
- if Your Policy has been surrendered; or
- after the Policy Anniversary following the Insured's 121st birthday (shown as the Expiration Date on the Policy Schedule).

INSURED, OWNERSHIP AND ASSIGNMENT

Insured. The Insured is the person:

- whose life is insured under this Policy; and
- who is named as the Insured on the Policy Schedule.

The Insured is the Owner of this Policy unless:

- a different Owner is named in the Application and shown on the Policy Schedule; or
- the Owner is changed.

Ownership. During the Insured's lifetime, an Owner, whether or not the Insured, may:

- receive all benefits under this Policy and any attached riders;
- exercise all rights under this Policy and any attached riders, including naming a new Owner; and
- name or change a Contingent Owner. The Contingent Owner is the person who will become the new Owner of this Policy if the present Owner dies before the Insured. Naming a new Owner or a new Contingent Owner voids any prior designation unless stated otherwise in the new designation.

Change of Ownership. Policy ownership may be changed while the Insured is alive by:

- completing and signing a form approved by Us for changing ownership; and
- returning the form to Our Administrative Office for Our written acknowledgement.

When We furnish You written acknowledgment of the change of Ownership the change becomes effective on the date You signed Our form. We are not liable for payment made or action taken prior to Our written acknowledgment of the ownership change.

Assignment. You can transfer, or assign, some or all of Your Policy rights to someone else by making a contract with that person, the assignee. We are not responsible for the validity of any assignment of this Policy, nor are We bound by any assignment until We receive a copy of the assignment at Our Administrative Office.

BENEFICIARY

Beneficiary. The Beneficiary is the person(s) named in the Application, or by later designation, to receive the Proceeds, if any. Unless otherwise stated:

- in this Policy;
- in any Payment Contract in effect under this Policy; or
- in a Beneficiary designation in effect under this Policy,

the following applies to any and all Beneficiaries:

1. Only surviving Beneficiaries have an interest in any Proceeds. Surviving means living at least 120 hours beyond the Insured.
2. A Beneficiary is either a primary Beneficiary or a contingent Beneficiary. A surviving primary Beneficiary's interest in any Proceeds is superior to and exclusive of that of any contingent Beneficiary. Proceeds are payable to the contingent Beneficiary only if no primary Beneficiary survives the Insured.
3. We will pay Proceeds to the Beneficiaries surviving at the time of the Insured's death. We may require proof of age, gender or of the continued survival of any Beneficiary. We may rely on the affidavit of any responsible person to determine:
 - the identity of any Beneficiaries not identified by name; or
 - whether any Beneficiaries not identified by name are living.
4. All Beneficiaries in the same class (primary or contingent) will share equally unless You specify otherwise.
5. After the death of all designated Beneficiaries, We will pay:
 - any Proceeds payable, except for any guaranteed payments, to the Owner or to the Owner's successors, transferees or estate; or
 - the withdrawal value of any unpaid guaranteed payments to the estate of the person then receiving such payments. Payment will be in a lump sum.
6. To the extent allowed by law, We will protect the payment of Proceeds or interest to a Beneficiary from creditors' claims and legal process.

Change of Beneficiary. A Beneficiary may be changed while the Insured is alive by:

- completing and signing a form provided by Us for changing a Beneficiary; and
- returning the form to Our Administrative Office for Our written acknowledgement.

Naming a new Beneficiary or a new contingent Beneficiary voids any prior designation unless stated otherwise in the new designation.

When We furnish You written acknowledgement of the change of Beneficiary, the change becomes effective on the date You signed Our form. We are not liable for payment made or action taken prior to Our written acknowledgment of the Beneficiary change.

PAYMENT OF PROCEEDS

If the Insured dies while this Policy is in force and all applicable Policy provisions have been met, We will pay this Policy's Proceeds to the Beneficiary. Payment will be made within two months of receiving due proof of death at Our Administrative Office. Interest at 8% or the rate required by law will be included on any portion of the Proceeds not paid within 30 days of Our receipt of due proof of death. Such interest will continue until full payment is made.

Amount Payable. The amount of Proceeds is equal to the Face Amount in force, increased by the amount of any:

- benefits payable under any riders attached to Your Policy;
- Paid-Up Additions;
- Dividend accumulation;
- Dividends payable at the Insured's death; and
- Premiums paid beyond the date of the Insured's death.

We will reduce Proceeds by the amount of any Premiums due and unpaid and any Loan Balance.

Payment will include interest on the Proceeds from the date of death until the date payment is made. The interest paid on Proceeds will be the higher of:

- the rate payable under Payment Option 3; or
- the rate required by state law, if any.

Optional Payment of Proceeds. Upon the death of the Insured, We will pay Proceeds in a lump sum or under a Payment Option. We will not pay Proceeds under a Payment Option unless so elected in a written statement sent to Our Administrative Office. All or part of the Proceeds may be applied to a Payment Option if the amount applied is at least \$5,000 and will provide an installment payment of at least \$50. We will protect Proceeds paid under a Payment Option from creditor's claims and legal process to the extent allowed by law.

You may elect a Payment Option during the Insured's lifetime. A Beneficiary may also elect a Payment Option if Proceeds are payable to the Beneficiary. The person receiving payments under a Payment Option is the Payee. If a Payee chooses lifetime payments, We may require proof of a Payee's age. We must agree to a Payment Option if the Payee is an assignee or if the Payee is other than a natural person (such as a corporation or a partnership). If Your Policy is assigned as payment of a loan, We will pay the assignee in a lump sum.

We will provide the Payee with a Payment Contract that explains how We make payments under the chosen Payment Option. The Payment Contract will control payments if a Payee dies before We make all payments. Payment Contracts cannot be assigned.

Payment Option 1: Payment for a Fixed Period. Payments are in equal installments for a fixed period of years not to exceed 30 years. Payments will not be less than as shown in Values for Payment Option 1 and may be increased by additional interest.

Payment Option 2: Payment of Fixed Amount. Fixed payments are made in installments until the Proceeds and interest at 3% are depleted. Additional interest may be paid which will extend the number of payments. Yearly payments must be at least \$60 for each \$1,000 of Proceeds applied.

Payment Option 3: Left at Interest. We will pay interest periodically on amounts left with Us. The interest rate paid will not be less than 3% per year. Additional interest may be paid.

Payment Option 4: Alternate Payment for Life. Payments are chosen based on Our then published settlement option rates. Payment will not be less than the amount of a monthly annuity that can be purchased:

- as a single premium annuity;
- with the first payment made immediately; and
- at Our then published settlement option rates.

Withdrawal of Proceeds. Unless restricted, a Payee can withdraw unpaid Payment Option 1, 2 or 3 balances. We will discount any Payment Option 1 Proceeds at the Payment Option 1 interest rate.

DIVIDENDS

Your Policy is eligible for Dividends. Dividends mean a share in payments of Our earnings. Each year We will determine whether or not Dividends will be paid. Dividends may vary from policy to policy depending on an Insured's rate class and a policy's Face Amount. We will divide any Dividend payable in the year the Insured dies into 12 equal portions. We will pay one portion for each month the Insured was alive that year.

Dividend Options. Dividend options may be chosen in the Application or by making a written request to Our Administrative Office. If You do not choose a Dividend option, We will apply any Dividends to purchase Paid-Up Additions. Available Dividend options are:

Paid-Up Additions. Dividends purchase Paid-Up Additions (amounts of insurance added to Your Policy for which no further Premium is due).

Accumulate at Interest. Dividends are left with Us to earn interest at a rate of not less than 3% annually.

Paid in Cash. Dividends are paid in cash.

Reduce Premiums – Balance in Cash. Dividends are used to pay Premiums in any Payment Mode except monthly. Any remaining Dividends will be paid in cash.

Reduce Premiums – Balance to Paid-Up Additions. Dividends are used to pay Premiums in any Premium Payment Mode except monthly. Any remaining Dividends will be used to purchase Paid-Up Additions.

Other Dividend options may be available.

POLICY VALUES

The values of this Policy meet or exceed those required by law. Where required, We have filed a detailed statement explaining the calculation of these values with the insurance regulator for the state in which this Policy is delivered. Calculations of minimum Policy values, reserves and Premiums are based on all of the following:

- the 2001 Commissioner's Standard Ordinary, sex distinct, smoker distinct, select and ultimate mortality table;
- Premium paid Annually and Death Benefits paid immediately;
- the Insured's Attained Age (Attained Age means the age shown in the Policy Schedule plus the number of Policy Years elapsed.);
- a valuation interest rate in accordance with the Standard Valuation Law; and
- a nonforfeiture interest rate of 4.0% per year.

Your Policy's Cash Value is determined from the Table of Guaranteed Values. We use the Standard Nonforfeiture Value Method to set Cash Values.

Surrender Value. You may surrender Your Policy for its Surrender Value:

- while this Policy is in force;
- during the Insured's lifetime; and
- before the Expiration Date.

The Policy's Surrender Value is equal to the Cash Value on the date of surrender. We will increase the Surrender Value by the amount of:

- the cash value of any Paid-Up Additions;
- any Dividend accumulation;
- any due but unpaid Dividends; and
- Premiums paid beyond the date of Surrender.

We will reduce the Surrender Value by the amount of:

- any Premiums due and unpaid; and
- any Loan Balance.

We may defer payment of the Surrender Value up to six months.

Termination Options. Your Policy will terminate on the Due Date of any Premium not paid on or before that date unless the Grace Period applies. If You do not pay a Premium by the end of its Grace period, Your Policy will terminate on the Premium's Due Date. You may then choose a Termination Option by providing written notice of Your choice to Our Administrative Office. If You do not choose a Termination Option within 60 days of the unpaid Premium's Due Date, Termination Option 3, extended term insurance, applies. Your Termination Options are:

Termination Option 1: Surrender Your Policy for its Surrender Value.

Termination Option 2: You may use Your Policy's Surrender Value to continue Your Policy as reduced paid-up insurance by applying Your Policy's Surrender Value as a net single premium at the Insured's Attained Age at the time the request is processed. If the amount of reduced paid-up insurance exceeds the amount of extended term insurance under Termination Option 3, We will pay You the excess Surrender Value in cash. You may surrender reduced paid-up insurance for its surrender value. The surrender value within 30 days of a Policy Anniversary will not be less than the surrender value on the Policy Anniversary.

Termination Option 3: You may use Your Policy's Surrender Value to continue Your Policy as extended term insurance. The amount of extended term insurance will equal the Face Amount in force, increased by the amounts of any Paid-Up Additions and accumulated Dividends.

Extended term insurance remains in force for the period that can be purchased with the Surrender Value as a net single premium at the Insured's Attained Age at the time the request is processed.

Extended term insurance may be surrendered for its surrender value. The surrender value within 30 days of a Policy Anniversary will not be less than the surrender value on the Policy Anniversary.

LOANS

Loan Value and Deferment. Unless Your Policy is on extended term insurance, You may take loans against Your Policy's Loan Value as cash loans and/or automatic premium loans. The Loan Value is the maximum amount You may borrow at any one time and is equal to the Cash Value on the date of the loan, plus any Dividend and Paid-Up Addition cash value in the Policy and reduced by the amount of:

- any due and unpaid Premiums;
- any Loan Balance; and
- Loan Interest on the loan through the next Policy Anniversary.

The Policy's Loan Balance is the total amount of all unpaid loans and all unpaid Loan Interest on a given date. We may defer cash loans up to six months. We will not defer automatic premium loans.

Loan Interest. Loan Interest is interest on the amount loaned, charged from the date of the loan. Loan Interest is payable annually in arrears each Policy Anniversary. If not paid when due, interest is added to the Loan Balance as capitalized interest. Thereafter, capitalized interest itself bears interest.

The Loan Interest Rate may vary, but will not exceed the greater of:

- the Published Monthly Average for the calendar month ending 2 months before the rate is determined; or
- the rate used to compute this Policy's Cash Value plus 1% per annum.

Published Monthly Average means Moody's Corporate Bond Yield Average – Monthly Average Corporates as published by Moody's Investors Service, Inc. or any successor thereto. If this Average is no longer published, We will use a similar average established under the law of the state in which this Policy is delivered.

We must determine the Loan Interest Rate at least once every 12 months. We can change the Loan Interest Rate no more frequently than once every three months. If Our determination of the Loan Interest Rate results in an annual rate increase of 0.5% or more, We may increase the Loan Interest Rate. However, if Our determination results in an annual rate reduction of 0.5% or more, We will reduce this Policy's Loan Interest Rate by at least 0.5%.

When You take a loan, We will tell You the initial Loan Interest Rate. If Your Policy has a Loan Balance, We will give You reasonable advance notice of any increase in the Loan Interest Rate. Your Policy will not terminate in a Policy Year solely because We increased the Loan Interest Rate during that Policy Year. Your Policy will remain in force during the Policy Year until it would otherwise terminate.

Premier Loan. Qualifying loans and associated capitalized interest will be administered as premier loans beginning on:

- the 12th Policy Anniversary; or
- the 2nd Policy Anniversary, provided the Surrender Value equals at least \$10,000 or the Policy's Owner is Attained Age 60 or older.

Premier loans are administered separately from loans not qualifying under this section. Unless modified by this section, premier loans are subject to:

- all definitions, terms, and conditions of the Loans section;
- the Premier Loan Limit and Premier Loan Value below; and
- the Loan Repayment and Dividend Reductions as specified in those sections.

Premier Loan Value. On each Policy Anniversary occurring while a premier loan is in effect, We will redetermine the maximum amount available for premier loans during the next 12 calendar months. The amount so determined is the Premier Loan Value, and is equal to 10% of the Cash Value after:

- adding the amount of any Dividends payable; and
- deducting the amount of any Loan Balance that existed prior to adding any capitalized interest accrued in the previous Policy Year.

Premier Loan Limit. No more than one new loan in each Policy Year may be administered as a premier loan. Capitalized interest is not considered a new loan when determining the Premier Loan Limit.

Loan Repayment. You may repay all or part of a Loan Balance at any time during the Insured's lifetime while this Policy is in force, but You are not obligated to do so. However, the Loan Balance must not equal or exceed the Loan Value. If this happens, We will inform You of the payment required to reduce the Loan Balance below the Loan Value. We will also inform You that the terms and conditions of the Grace Period apply. If You do not make the required payment by the end of the Grace Period, Your Policy will terminate.

Any loan repayment applies first to any loans that do not qualify as premier loans. We will then apply the balance of the repayment, if any, to premier loans. We will not administer as a premier loan the amount of any Loan Balance that exceeds the Premier Loan Limit and/or the Premier Loan Value if such Loan Balance is attributable to any combination of:

- Loan Balances originating prior to this section's effective date;
- new loans; or
- capitalized interest.

Dividend Reductions. Any Loan Balance will reduce Your Policy's benefits, including any Dividends payable. The greater the Loan Balance, the greater the reduction in any Dividends payable. The Dividend reduction varies with the then current rate of interest used to determine Dividends payable and the Loan Interest Rate.

The Dividend reduction for premier loans is equal to 0.5% of the premier loan average daily Loan Balance.

GENERAL PROVISIONS

Application Statements. No statement will void this Policy, or any attached riders, or be used to defend a claim unless You made the statement in Your Application. We can only use Application statements if We attach a copy of Your Application to this Policy on the Issue Date.

State law also requires Us to inform You that the statements You make in Your Application are deemed Representations and not Warranties. Representations are statements that, to the best of Your knowledge and understanding, represent the truth. Warranties are statements that are guaranteed to be true. If We considered Your statements Warranties, We could cancel Your Policy for any inaccuracy – even an honest mistake. Therefore, We regard the statements made in Your Application as Representations, not as Warranties.

Contestable Period. We have the right to contest the validity of this Policy and any attached riders based on material misrepresentations made in the initial Application. However, We cannot contest the validity of this Policy or any attached riders, except for fraudulent misstatements in the Application, after it has been in force during the lifetime of the Insured for two years from the Issue Date.

We have the right to contest the validity of a reinstatement of this Policy and any attached riders based on material misrepresentations made in the application for reinstatement. However, We cannot contest a reinstatement, except for fraudulent misstatements in the reinstatement application, after this Policy has been reinstated and in force during the lifetime of the Insured for two years from the reinstatement date.

Minimum Benefit. This Policy's benefits will not be less than the minimum benefits required by law in the state in which the Policy was delivered.

Misstatement of Age or Gender. If the Insured's age and/or gender is misstated in the Application, We will revise the Policy and any applicable riders' benefit amounts to the amount the Premium paid would have purchased for the correct age and/or gender. The revised Face Amount will use Our published rates in effect on the Issue Date.

Suicide. If the Insured dies by suicide within two years of the Issue Date, Our liability is limited to a refund of Premiums paid. This provision expires two years after the Issue Date.

VALUES FOR PAYMENT OPTION 1

Fixed Period (Years)	<i>Amount of Each Payment</i>				Fixed Period (Years)	<i>Amount of Each Payment</i>			
	Annual	Semi- Annual	Quarterly	Monthly		Annual	Semi- Annual	Quarterly	Monthly
5	211.99	106.78	53.59	17.91	20	65.26	32.87	16.50	5.51
6	179.22	90.27	45.30	15.14	21	62.98	31.72	15.92	5.32
7	155.83	78.49	39.39	13.16	22	60.92	30.68	15.40	5.15
8	138.31	69.66	34.96	11.68	23	59.04	29.74	14.92	4.99
9	124.69	62.81	31.52	10.53	24	57.33	28.88	14.49	4.84
10	113.82	57.33	28.77	9.61	25	55.76	28.08	14.09	4.71
11	104.93	52.85	26.52	8.86	26	54.31	27.36	13.73	4.59
12	97.54	49.13	24.65	8.24	27	52.97	26.68	13.39	4.47
13	91.29	45.98	23.08	7.71	28	51.74	26.06	13.08	4.37
14	85.95	43.29	21.73	7.26	29	50.60	25.49	12.79	4.27
15	81.33	40.96	20.56	6.87	30	49.53	24.95	12.52	4.18

*Payments are shown for each \$1,000 applied under the Payment Option.
 Figures not shown will be furnished on request.*

Assurity Life Insurance Company

**WHOLE LIFE INSURANCE
 Premiums payable to age 121 – Participating Policy**

READ YOUR POLICY CAREFULLY!

SERFF Tracking #:

SEFL-128653221

State Tracking #:

Company Tracking #:

LSWL VC

State:

Arkansas

Filing Company:

Assurity Life Insurance Company

TOI/Sub-TOI:

L071 Individual Life - Whole/L071.101 Fixed/Indeterminate Premium - Single Life

Product Name:

LSWL VC

Project Name/Number:

LSWL VC/LSWL VC

Supporting Document Schedules

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

		Item Status:	Status Date:
Satisfied - Item:	Application		
Comments:	Application used is the 47-355-05051 (R05-10), 47-350-05051 (R05-10), 47-351-05051 (R05-10), 47-352-05051 (R05-10) and 47-362-05051 (R05-10) all approved on 08/03/2010 under SEFL-126646674.		

		Item Status:	Status Date:
Satisfied - Item:	Redlined version		
Comments:			
Attachment(s):			
Page10IL0880AR1-13RL.pdf			



READABILITY CERTIFICATION

I hereby certify the following forms were tested for readability using Microsoft® Word 2010 program and achieved the following test results:

Form No.	Description	Flesch Score
IL0880 (AR) (R01-13)	Whole Life Insurance	50.9

Carol S Watson

Signature

September 24, 2012

Date

Carol Watson
Vice President, General Counsel and Secretary

Payment Option 2: Payment of Fixed Amount. Fixed payments are made in installments until the Proceeds and interest at 3% are depleted. Additional interest may be paid which will extend the number of payments. Yearly payments must be at least \$60 for each \$1,000 of Proceeds applied.

Payment Option 3: Left at Interest. We will pay interest periodically on amounts left with Us. The interest rate paid will not be less than 3% per year. Additional interest may be paid.

Payment Option 4: Alternate Payment for Life. Payments are chosen based on Our then published settlement option rates. Payment will not be less than the amount of a monthly annuity that can be purchased:

- as a single premium annuity;
- with the first payment made immediately; and
- at Our then published settlement option rates.

Withdrawal of Proceeds. Unless restricted, a Payee can withdraw unpaid Payment Option 1, 2 or 3 balances. We will discount any Payment Option 1 Proceeds at the Payment Option 1 interest rate.

DIVIDENDS

Your Policy is eligible for Dividends. Dividends mean a share in payments of Our earnings. Each year We will determine whether or not Dividends will be paid. Dividends may vary from policy to policy depending on an Insured's rate class and a policy's Face Amount. We will divide any Dividend payable in the year the Insured dies into 12 equal portions. We will pay one portion for each month the Insured was alive that year.

Dividend Options. Dividend options may be chosen in the Application or by making a written request to Our Administrative Office. If You do not choose a Dividend option, We will apply any Dividends to purchase Paid-Up Additions. Available Dividend options are:

Paid-Up Additions. Dividends purchase Paid-Up Additions (amounts of insurance added to Your Policy for which no further Premium is due).

Accumulate at Interest. Dividends are left with Us to earn interest at a rate of not less than 3% annually.

Paid in Cash. Dividends are paid in cash.

Reduce Premiums – Balance in Cash. Dividends are used to pay Premiums in any Payment Mode except monthly. Any remaining Dividends will be paid in cash.

Reduce Premiums – Balance to Paid-Up Additions. Dividends are used to pay Premiums in any Premium Payment Mode except monthly. Any remaining Dividends will be used to purchase Paid-Up Additions.

Other Dividend options may be available.

POLICY VALUES

The values of this Policy meet or exceed those required by law. Where required, We have filed a detailed statement explaining the calculation of these values with the insurance regulator for the state in which this Policy is delivered. Calculations of minimum Policy values, reserves and Premiums are based on all of the following:

- the 2001 Commissioner's Standard Ordinary, sex distinct, smoker distinct, select and ultimate mortality table;
- Premium paid Annually and Death Benefits paid immediately;
- the Insured's Attained Age (Attained Age means the age shown in the Policy Schedule plus the number of Policy Years elapsed.); ~~and~~
- a valuation interest rate in accordance with the Standard Valuation Law; and
- a nonforfeiture interest rate of 4.0% per year ~~an interest rate of 4.0% per year.~~