

State: Arkansas **Filing Company:** The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MGR Plus Advertising Materials - Fact Sheets/2075985, 2075890

Filing at a Glance

Company: The Lincoln National Life Insurance Company
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
State: Arkansas
TOI: LTC06 Long Term Care - Other
Sub-TOI: LTC06.000 Long Term Care - Other
Filing Type: Advertisement
Date Submitted: 01/18/2013
SERFF Tr Num: LCNC-128854969
SERFF Status: Closed-Approved
State Tr Num:
State Status: Approved-Closed
Co Tr Num: 2075985, 2075890

Implementation: On Approval
Date Requested:
Author(s): Anabela Tavares
Reviewer(s): Donna Lambert (primary)
Disposition Date: 01/24/2013
Disposition Status: Approved
Implementation Date:

State Filing Description:

State: Arkansas **Filing Company:** The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MGR Plus Advertising Materials - Fact Sheets/2075985, 2075890

General Information

Project Name: Lincoln MGR Plus Advertising Materials - Fact Sheets Status of Filing in Domicile: Pending
Project Number: 2075985, 2075890 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: 01/24/2013
State Status Changed: 01/24/2013
Deemer Date: Created By: Anabela Tavares
Submitted By: Anabela Tavares Corresponding Filing Tracking Number:

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

2075985 – Lincoln MoneyGuard Reserve Plus – Flexible Premium Fact Sheet
2075890 – Lincoln MoneyGuard Reserve Plus – Single Premium Fact Sheet

Dear Sir or Madam:

Attached for your review and approval are the above-referenced advertising forms. These forms are new and do 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 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 form 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.

Company and Contact

Filing Contact Information

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

State: Arkansas **Filing Company:** The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
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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
 Fee Explanation:
 Per Company: No

Company	Amount	Date Processed	Transaction #
The Lincoln National Life Insurance Company	\$100.00	01/18/2013	66684575

State: Arkansas Filing Company: The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved	Donna Lambert	01/24/2013	01/24/2013

SERFF Tracking #:

LCNC-128854969

State Tracking #:

Company Tracking #:

2075985, 2075890

State:

Arkansas

Filing Company:

The Lincoln National Life Insurance Company

TOI/Sub-TOI:

LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other

Product Name:

Lincoln MoneyGuard Reserve Plus Advertising Materials

Project Name/Number:

Lincoln MGR Plus Advertising Materials - Fact Sheets/2075985, 2075890

Disposition

Disposition Date: 01/24/2013

Implementation Date:

Status: Approved

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	Approved	Yes
Form	Lincoln MoneyGuard Reserve - Flexible Premium Fact Sheet	Approved	Yes
Form	Lincoln MoneyGuard Reserve - Single Premium Fact Sheet	Approved	Yes

State: Arkansas **Filing Company:** The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
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Form Schedule

Lead Form Number:								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Approved 01/24/2013	Lincoln MoneyGuard Reserve - Flexible Premium Fact Sheet	2075985	ADV	Initial		0.000	2075985.pdf
2	Approved 01/24/2013	Lincoln MoneyGuard Reserve - Single Premium Fact Sheet	2075890	ADV	Initial		0.000	2075890.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



Lincoln MoneyGuard® Reserve Plus

Flexible Premium Fact Sheet

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

Lincoln MoneyGuard Reserve Plus is a universal life insurance policy with optional insurance riders that provide long-term care benefits.* Policies are issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.

Coverage	You may fund this policy with annual payments over 3-, 5-, 7- or 10-year periods, at which time the policy becomes paid up (assuming no loans or withdrawals are taken).
Issue ages and classes	Ages [35–80†] (age last birthday), male/female (except in Montana, where gender does not affect rates or benefits), nontobacco and tobacco
Minimum specified amount	[\$50,000] (may vary by state)
Maximum specified amount	[\$500,000] with 2-year CCB: [\$750,000] with 3-year CCB
Convalescent Care Benefits Rider (CCBR)‡	This long-term care benefits rider allows us to accelerate the specified amount of death benefit to pay for qualified long-term care expenses. Benefits may be paid over 24 or 36 months (2 or 3 years), depending upon your selection at issue.
Extension of Benefits Rider (EOBR)	This rider extends benefits after the entire specified amount of death benefit has been used to pay the long-term care expenses. You may choose an additional 24 or 48 months (2 or 4 years) of benefit payments.
Benefit period options (CCBR + EOBR)	2 years (2+0), 3 years (3+0), 4 years (2+2), 5 years (3+2), 6 years (2+4), 7 years (3+4). Benefits are paid monthly.
Deductible period	No deductible period is required.
Guaranteed interest rate	4%
Qualified long-term care benefits include	Home healthcare, assisted living, nursing home, adult day care, personal care services, hospice services, alternative care services. Benefits may vary by state. Expenses are reimbursed up to the monthly maximum for all levels of care, and they are intended to be income tax-free under IRC Section 104(a)(3).
Taxation of costs for CCB and EOBR	<p>The CCB and EOBR are intended to provide qualified long-term care benefits under IRC Section 7702B(b). The costs for these riders are deducted monthly from the policy cash value and are federally treated as “distributions” from your Lincoln MoneyGuard Reserve Plus policy. Lincoln will not report these distributions as taxable to you, even if your policy is a Modified Endowment Contract (MEC). Instead, the costs will reduce the investment in the contract (cost basis), but not below zero, as the costs are taken from your policy. Once the investment in the contract has been reduced to zero, distributions will come from any gain in the contract but will still not be reportable as taxable distributions.</p> <p>A 10% federal tax may apply if such a distribution is taxable and occurs prior to age 59½. Lincoln Financial Group, its affiliated companies, and its representatives/ insurance agents do not provide legal or tax advice. Consult with your tax advisor to learn more about how this may apply to your specific situation.</p>

*Available at an additional cost.

†Enhanced Surrender Value Endorsement (ESVE) available for issue ages [35–65.]

‡State variations may apply.

Inflation protection

There are three options available: 3% Simple, 3% Compound, and 5% Compound. The same option will apply to both the CCBR and the EOBR, and the costs for inflation protection will be deducted monthly from the policy cash value. Unless rejected at issue, the policy will default to the 5% Compound option.

Enhanced Surrender Value Endorsement (ESVE)

After all the planned premiums are paid, the ESVE ensures that the amount paid upon surrender will be no less than the sum of the premiums paid. Available for issue ages [35–65] and included in the policy cost. Any benefit provided by the ESVE will be adjusted by any loans/loan interest/loan repayments, withdrawals taken or claim payments made from the policy and may have tax implications. The ESVE will terminate if a loan or withdrawal is taken prior to payment of all planned premiums (may vary by state).

Residual death benefit

Even if your entire specified amount of death benefit has been used to pay for long-term care, Lincoln *MoneyGuard*® Reserve Plus will pay your beneficiary a residual death benefit. At the time you purchase the policy, the benefit is equal to 10% of the initial death benefit. The residual death benefit will be adjusted by any loans, loan interest, withdrawals or loan repayments. Loans are charged interest.

International benefit

Benefits under the CCBR will also be available if the you are confined to a nursing home or assisted living facility outside the United States, its territories or possessions. Such benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBR Benefit Limit may be used for this purpose.

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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. 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.

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 subject to 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.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York and certain other states. Check state availability.

General exclusions and limitations

The LTC 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 irreversible dementia); 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); 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 paid 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; 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; 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.

*State variations apply.

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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LCN1301-2075985

PDF 1/13 Z03

Order code: MGR-FP-FST003





Lincoln MoneyGuard® Reserve Plus

Single Premium Fact Sheet

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

Lincoln MoneyGuard Reserve Plus is a universal life insurance policy with optional insurance riders that provide long-term care benefits.* Policies are issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.

Coverage	Lincoln MoneyGuard Reserve Plus is a universal life insurance policy funded with a single premium payment.
Issue ages and classes	Ages [35–80] (age last birthday), male/female (except in Montana, where gender does not affect rates or benefits), nontobacco and tobacco
Minimum specified amount	[\$50,000] (may vary by state)
Maximum specified amount	[\$500,000] with 2-year CCB; [\$750,000] with 3-year CCB
Convalescent Care Benefits Rider (CCBR)†	This long-term care benefits rider allows us to accelerate the specified amount of death benefit to pay for covered long-term care expenses. Benefits may be paid over 24 or 36 months (2 or 3 years), depending upon your selection at issue.
Extension of Benefits Rider (EOBR)	This rider extends benefits after the entire specified amount of death benefit has been used to pay the long-term care expenses. You may choose an additional 24 or 48 months (2 or 4 years) of benefit payments.
Benefit period options (CCBR + EOBR)	2 years (2+0), 3 years (3+0), 4 years (2+2), 5 years (3+2), 6 years (2+4), 7 years (3+4). Benefits are paid monthly.
Deductible period	No deductible period is required.
Guaranteed interest rate	4%
Qualified long-term care benefits include	Home healthcare, assisted living, nursing home, adult day care, personal care services, hospice services, alternative care services. Benefits may vary by state. Expenses are reimbursed up to the monthly maximum for all levels of care, and they are intended to be income tax-free under IRC Section 104(a)(3).
Taxation of costs for CCB and EOBR	<p>The CCB and EOBR are intended to provide qualified long-term care benefits under IRC Section 7702B(b). The costs for these riders are deducted monthly from the policy cash value and are federally treated as “distributions” from your Lincoln MoneyGuard Reserve Plus policy. Lincoln will not report these distributions as taxable to you, even if your policy is a Modified Endowment Contract (MEC). Instead, the costs will reduce the investment in the contract (cost basis), but not below zero, as the costs are taken from your policy. Once the investment in the contract has been reduced to zero, distributions will come from any gain in the contract but will still not be reportable as taxable distributions.</p> <p>A 10% federal tax may apply if such a distribution is taxable and occurs prior to age 59½. Lincoln Financial Group, its affiliated companies and its representatives/insurance agents do not provide legal or tax advice. Consult with your tax advisor to learn more about how this may apply to your specific situation.</p>
Inflation protection	There are three options available: 3% Simple, 3% Compound, and 5% Compound. The same option will apply to both the CCB and the EOBR, and the costs for inflation protection will be deducted monthly from the policy cash value. Unless rejected at issue, the policy will default to the 5% Compound option.

*Available at an additional cost.

†State variations may apply.

Enhanced Surrender Value Endorsement (ESVE)

This ensures that the amount available upon surrender will equal or exceed the initial premium paid. Available at issue and included in the policy cost. Any benefit provided by the ESVE will be adjusted by any loans/loan interest/loan repayments, withdrawals taken or claim payments made from the policy and may have tax implications.

Residual death benefit

Even if your entire specified amount of death benefit has been used to pay for long-term care, Lincoln *MoneyGuard*® Reserve Plus will pay your beneficiary a residual death benefit. At the time you purchase the policy, the benefit is equal to 10% of the initial death benefit. The residual death benefit will be adjusted by any loans, loan interest, withdrawals or loan repayments. Loans are charged interest.

International benefit

Benefits under the CCBP will also be available if you are confined to a nursing home or assisted living facility outside the United States, its territories or possessions. Such benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBP Benefit Limit may be used for this purpose.

This material was prepared to support the promotion and marketing of insurance products. Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives, and/or insurance agents do not provide tax, accounting, or legal advice. Any tax statements contained herein were not intended or written to be used, and cannot be used, for the purpose of avoiding U.S. federal, state, or local tax penalties. Please consult with your own independent advisor as to any tax, accounting, or legal statements made herein.

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. 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. 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.

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 subject to 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.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York and certain other states.

General exclusions and limitations

The LTC 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 irreversible dementia); 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); 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 ["paid" in South Dakota] 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; 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.

*State variations apply.

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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LCN1301-2075890

POD 1/13 Z04

Order code: MGR-SP-FST002



State: Arkansas **Filing Company:** The Lincoln National Life Insurance Company
TOI/Sub-TOI: LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MGR Plus Advertising Materials - Fact Sheets/2075985, 2075890

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Statement of Variability	Approved	01/24/2013
Comments:			
Attachment(s):			
SOV - 2075985 - 2075890.pdf			

STATEMENT OF VARIABILITY
The Lincoln National Life Insurance Company

January 18, 2013

Form(s)

2075890 - The Lincoln MoneyGuard Reserve Plus - Single Premium Fact Sheet

2075985 - The Lincoln MoneyGuard Reserve Plus - Flexible Premium Fact Sheet

Ages [35-80]

Explanation: we reserve the right to change the issue ages for the policy depending on our future outlook of market conditions

[\$50,000]

Explanation: Subject to any minimums filed with the product, we reserve the right to update the minimum and maximum face amounts in response to the insurance market environment

[\$500,000] with 2-year CCB; [\$750,000] with 3-year CCB

Explanation: Subject to any minimums filed with the product, we reserve the right to update the minimum and maximum face amounts in response to the insurance market environment

ages [35- 65]

Explanation: We reserve the right to change the ages that we offer the ESVE on for policies depending on our future outlook of market conditions