



# BULLETIN:

## Planned Premiums Increase for Colony<sup>SM</sup> Term UL 10 & 20

genworth.com

August 24, 2012

Effective: **08/27/12**

States: **All**

**Contact:** If you have any questions about these changes, please contact your Genworth sales representative.

Effective Monday, August 27, 2012, the Genworth Financial companies (Genworth) will implement a rate increase for Colony<sup>SM</sup> Term UL 10 and 20 products. As a result of this change, planned premiums will increase an average of 5% for Colony Term UL policies. We are taking this action in response to the sustained low interest rate environment, which continues to pressure our ability to provide affordable life insurance products.

Please note the key dates and information below as this change is implemented:

- On Monday, August 27, 2012, **point-of-sale systems** (WinFlex, Life Quick Request<sup>SM</sup> (LQR)), and **aggregator sites** (iPipeline<sup>®</sup>, VitalTerm, etc.) will be updated with pricing changes.
- Friday, September 14, 2012 is the final date **to receive applications at the prior rates** in the Genworth home office, with these two exceptions:
  - Tickets submitted through Genworth's LQR and iLQR platforms must be submitted prior to Monday, August 27, 2012 and applications must be received in the Genworth home office on or before Friday, September 21, 2012.
  - New York Reg 60 applications must be received in the Genworth home office on or before Friday, September 21, 2012.
- **New rates** are effective for Colony Term UL applications and re-open requests received in the Genworth home office on or after Saturday, September 15, 2012.
- **Pending inventory** as of Friday, September 14, 2012 will be processed at the prior rates, unless we receive notification to issue otherwise.
- **Reissue requests** will be processed using the same rates that were in use when the policy was originally issued.

Please note that no exceptions will be made. Also, all applications for face amounts \$100,000 and below must be submitted through Life Quick Request, the iLQR process we offer through iPipeline or a fulfillment platform approved by Genworth in order for compensation to be paid.

While no additional Colony Term UL 10 and 20 product features are changing, the UL New Money Crediting Interest Rate for Colony Term UL will decrease from 3.25% to 3.00% effective Monday, September 10, 2012.

Genworth Financial companies include:

**Genworth Life and Annuity Insurance Company**, Richmond, VA

**Genworth Life Insurance Company**, Richmond, VA

**Genworth Life Insurance Company of New York**, New York, NY

Only Genworth Life Insurance Company of New York is admitted in and conducts business in New York.

Long term care insurance products issued by Genworth Life Insurance Company and in New York by Genworth Life Insurance Company of New York.

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