



# BULLETIN:

## California – Refreshed Pricing and Increased Discounts for Long Term Care Choice Effective June 7th

genworth.com

May 7, 2010

Effective: **06/07/10**

States: **CA**

### *Important Dates to Remember:*

**6/6/2010:** Last valid application signed date for current application and forms.

**6/7/2010:** New application and forms required for applications signed on or after June 7, 2010.

**7/9/2010:** Last valid Home Office Received Date for old applications (Form 37122CA and 37122CAP 05/01/09); must be signed and dated on or before 6/6/2010.

**Contact:** Questions? Please contact your Genworth LTCI Sales Team.

Genworth Life Insurance Company launched new features and benefits for its Long Term Care Choice and Long Term Care Choice Partnership products in California in 2008 to help provide more options and greater affordability for consumers.

Effective June 7, 2010, Genworth will launch refreshed pricing and increased discounts in California. The new discount structure will provide an additional 15% discount to couples when both policies are issued, increasing the total available discount to 40%. Single individuals in good health may be eligible for a 20% preferred health discount (increased from the current 10% preferred health discount). The new maximum discount available will be 50% for couples and 20% for single individuals.

Updated rates for new sales with our new discount structure will help maintain a competitive edge in our most successful demographic: married, preferred applicants. Based on historical sales, approximately 40% of our business is issued for married, preferred clients. Standard single applicants will realize a slight increase in premiums under the new structure.

We are awaiting final advertising approval from the California DOI for our revised product brochures and illustration output. We will announce when we receive final approval of this material.

### **Forms and Materials Changes**

The California application booklets, including outlines of coverage and forms booklets, will be revised. The new material will be available for download and ordering through

*(continued)*

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**, 666 Third Avenue, 9th Floor, New York, NY 10017

Only Genworth Life Insurance Company of New York is licensed to conduct 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.

Variable products issued by Genworth Life and Annuity Insurance Company and in New York by Genworth Life Insurance Company of New York.

Principal Underwriter: Capital Brokerage Corporation (dba Genworth Financial Brokerage Corporation in Indiana)

6620 West Broad Street, Building 2, Richmond, VA 23230, Member FINRA

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normal fulfillment channels on May 31.

- Application booklets 37122CA and 37122CAP dated 6/1/10
- Forms booklet 38778CA dated 6/1/10

Please review the attached [Frequently Asked Questions](#) document for more details. Quote tools will be updated with the new rates on June 7.