



BULLETIN:

Total Living Coverage[®] Product Updates

genworth.com

November 10, 2014

Effective – 11/24/14

States – All states except CA, CT, FL, HI and NY

Contact – If you have any questions, please contact your Genworth Representative.

Total Living Coverage[®] Product Updates

On November 24, 2014, Genworth Life Insurance Company (Genworth Life) will update Total Living Coverage[®] (TLC) to address pressure from today's economic environment, while continuing to provide a very competitive product.

Premium Expense Charge

The premium expense charge will increase from 9% to 12% for each premium received.

Optional Return of Premium Rider

The optional Return of Premium Rider will change from Lifetime after year two to Lifetime after year three.

The TLC product sold in CA, CT, FL, HI, and NY will **not** be impacted at this time by these changes.

The TLC Advantage

With these product updates, TLC will still have an advantage with, on average, 30% higher leverage than the leading competitor through the insured's attained age 86.* TLC offers, on average, higher credited interest rates, stronger guarantees and better protection than its leading competitors. That means more value for your clients.

Transition Rules

WinFlex

11/10/14	The updated TLC product will be available. Both the current and updated TLC product will be in production for 2 weeks prior to launch. The default will be the current TLC product during these 2 weeks.
11/23/14	WinFlex will be turned off for the current TLC product at midnight.

continued

Genworth 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.

FOR PRODUCER/AGENT USE ONLY. NOT TO BE REPRODUCED OR SHOWN TO THE PUBLIC.

© 2014 Genworth Financial, Inc. All rights reserved.

161708B 11/05/14

Paper Applications

- 11/22/14 - 11/23/14 Applications should be submitted via email to tlctouch@genworth.com or fax to 888.296.1081.
- 11/23/14 Last day the application plus existing IGO point of sale forms for the current product will be accepted for those states where the updated product is available.
- 11/24/14 First day to accept applications for the updated product.

TLC Quick Request

- 11/23/14 Last day tickets for the current product can be submitted in those states where the updated product is available. Tickets will be turned off at midnight.
- 11/24/14 The updated TLC product will be available.
- 01/16/15 Last day the current TLC product signed and completed applications can be received at the home office. We recommend that your clients complete their interview by 12/19/14 to meet the 1/16/15 deadline.

Marketing Materials

- 11/10/14 Updated TLC marketing materials and kits will be available.

*This analysis is based on research conducted by Genworth. To the best of our knowledge, the competitive information is current and believed to be accurate as of 09/15/2014. Genworth is not affiliated with The Lincoln National Life Insurance Company. If TLC were to change to its guaranteed assumptions immediately after DAY 1 of the policy and remain at those levels for the life of the policy, then the secondary guaranteed amount would, on average, start at age 86. If one or all of the guaranteed assumptions start at a later date, future Annual Statements will show the secondary guaranteed values would come into play, on average, at an older age than 86 or never at all. If no policy loans are taken, only TLC guarantees that the policy will not lapse and the owner will never have to pay more premiums.

Total Living Coverage[®] is universal life insurance with long term care benefits. Total Living Coverage[®] is underwritten by Genworth Life Insurance Company and is subject to state availability and issue limitations. Policy, benefits and riders may not be available in all states. Terms and conditions may vary by state.