



BULLETIN: Additional States for Long Term Care Insurance Product Suite Available Effective November 21, 2011

genworth.com

October 21, 2011

Effective: 11/21/11

States launching: IL, IN, MD, NY, NV, OH, PA, RI

Important Dates:

11/18/11:

Last date to submit applications via any e-tool. All e-tools will be unavailable over the weekend.

11/20/11:

Last Application Signed Date for Privileged Choice and Classic Select.

11/21/11:

New Forms and Applications for Privileged Choice Flex required

12/22/11:

Last HORD for Privileged Choice and Classic Select products and applications.

Contact: If you have any questions about these changes, please contact your Genworth LTCI Sales Team.

Effective November 21, 2011, Genworth Life Insurance Company will introduce Privileged Choice[®] Flex in additional states. Genworth Life Insurance Company of New York will also introduce Privileged Choice Flex in New York.

Benefits available with Privileged Choice[®] Flex

- “Now” Benefits
 - Genworth and Mayo Clinic have teamed up to offer Live+WellSM, a groundbreaking wellness program available to insureds and their spouses/partners. Live+Well will not be available in New York.
 - Caregiver Support Services provided through CareScout[®] help policyholders and their immediate family with questions and resources for long term care.
- Shared Coverage includes a minimum 50% guarantee.
- Optional Transition Benefit provides a one-time cash payment to help cover expenses during the elimination period.

State Availability

- We will be launching eight additional states, bringing the total state availability for Privileged Choice Flex to 44. Please see the attached [state map](#) to view the state availability following the November 21st launch.
- States launching: IL, IN, MD, NY, NV, OH, PA, RI

(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

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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Additional States for Long Term Care Insurance Product Suite Available Effective November 21, 2011 (continued)

Transition Rules

Applications dated on or after the launch date in the approved states must use the new applications for the new product.

Important Dates:

- 11/18/11** Last day to submit an application via any e-tool.
- 11/19/11** All e-tools, including Quotelt!, in all states, will not be available beginning 8 am Eastern Time 11/19 – 7:00 am Eastern Time 11/21 to accommodate the transition to the new product
- 11/20/11** Last valid Application Signed Date for Privileged Choice or Classic Select, applications and forms to apply in states that are launching Privileged Choice Flex
- 11/21/11** Privileged Choice Flex product launches in approved states. All applications dated on or after November 21, 2011 must use the new applications and forms for Privileged Choice Flex.
- 12/22/11** Last valid Home Office Received Date for current products and applications. **Applications must be signed and dated on or before 11/20/2011**

New Marketing and Point of Sale materials will be available in advance of the launch

With the launch of the new states, the redesigned consumer and producer marketing collateral will be available. The new collateral presents long term care insurance in easy to understand concepts.

- Application and Forms
 - Two separate booklets make it easier for you to submit all of the right materials for a complete application
 - Application and Forms Company Submission Materials 115971MOD-CXX (everything that must be submitted to the company)
 - Applicant Materials Booklet 115971MOD-A (everything you leave with the applicant)
 - Product Brochure 111407XX
 - Long Application Point of Sale Kit LAPCFLEX-XX (includes all three items listed above and the NAIC Shoppers Guide)
- Material Availability
 - The new forms and marketing materials will be available for download and ordering through normal fulfillment channels on November 14, 2011.

Software and e-Tools will be available at launch on November 21, 2011

- Quoting Software
 - Our intuitive quoting software, Quotelt!, will replace Winflex for Privileged Choice Flex.
 - Quote It includes added functionality to save your favorite plan design and save illustrations online.
- Other e-Tools will be updated with Privileged Choice Flex information.
- All e-tools will be unavailable in all states beginning 8 am Eastern Time 11/19 – 7:00 am Eastern Time 11/21 to accommodate the transition to the new product.

Attached you will find a [frequently asked questions](#) document.