

GenGuardSM SUL Offers Competitive Premiums and Benefits

August 17, 2009

The Genworth Financial companies are pleased to introduce GenGuardSM SUL survivorship universal life (SUL) insurance.

GenGuard SUL is highly competitive through a death benefit guarantee to age 110 and it retains the benefits that producers are used to offering when selling Genworth's SUL product:

- Industry-leading 1035 exchange process
- Highly competitive short- and single pay scenarios
- Unlimited catch-up provision
- One uninsurable allowed

Competitive areas

- Optimized through death benefit guarantee to age 105 and competitive to age 110
- Preferred No Nicotine Use and Standard No Nicotine Use underwriting classes
- Short- and single-pay scenarios
- Couples with a large gap in their ages

Key features

- Premium protection, so regardless of when premiums are received during the policy month, they are credited the first of the policy month for death benefit guarantee purposes. Policy value is credited the date payment is received.
- 1035 exchange process to benefit clients: money received from the exchange any time during the first policy year is considered received as of the policy effective date for purposes of putting the death benefit guarantee into effect (for policy value, funds are credited on the date they are received).

Optimizing value with product benefits and features

GenGuard SUL continues to have a death benefit guarantee available to age 121. However, GenGuard SUL is optimized for a death benefit guarantee to 105 and remains competitive through 110.

It is important to help your clients consider several personal factors, such as their health, family medical history, their lifestyle, their goals, their budget and financial plans when selecting a death benefit guarantee. In addition to these factors, your clients should also consider statistics from the U.S. Census Bureau and Centers for Disease Control (CDC) as to how long people can expect to live. In fact, according to the CDC, less than 1 man per 1,000 and less than 2 women per 1,000 aged 50-70 today can expect to live to 105.¹

Genworth Financial companies include:

Genworth Life and Annuity Insurance Company, Richmond, VA

Genworth Life Insurance Company, Lynchburg, 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 in 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

Transition Rules

- New Sales
 - We will begin accepting applications for GenGuard SUL on August 17, 2009.
 - WinFlex will only illustrate Lifetime Provider SULSM II (TX and NJ only) and Lifetime Provider SULSM II.B (all other states except MS) through August 19. Home office will still be able to illustrate all SUL products as needed. Contact your Internal Wholesaling Team at 866 498.7151 for illustration needs on the Lifetime Provider SUL II and Lifetime Provider SUL II.B products through September 17, 2009.
 - Applications received in Genworth's home office through September 17 will be issued as applied for unless we are notified to issue the new GenGuard SUL product. If we are notified to issue the new product, a valid GenGuard SUL illustration or waiver will be required prior to issue.
 - Applications received after September 17 will automatically be issued as the new GenGuard SUL product if it is available in the delivery state. A valid GenGuard SUL illustration or waiver is required prior to issue.

- Pending Inventory
 - Applications pending issue after September 17 will be issued as applied for unless we are notified to issue the new GenGuard SUL product. If we are notified to issue the new product and if it is available in the delivery state, a new valid GenGuard SUL illustration or waiver will be required.
 - Policies that have already been issued and/or placed in force will not be reissued for the new GenGuard SUL product.
 - Cancellations, re-opens or policies not taken will have to reapply for GenGuard SUL if the request is received after September 17.

Plan Codes

Company	Plan Mnemonic	Plan Code
GenGuard SUL GLAIC/GLICNY	LPSULF	O92

State Availability: Available in all states except MS.

Check out GenGuard SUL premiums for death benefit guarantees through 110 and in various pay scenarios. Show clients how affordable the coverage they want can be.

Contact your Genworth representative for more information.

1. CDC - <http://www.cdc.gov/nchs/data/hus/hus08.pdf#026>; http://www.cdc.gov/nchs/data/nvsr7/nvsr7_01.pdf

Death benefit guarantee: All references to a death benefit guarantee refer to the policy's conditional guarantee, which can keep the policy in force when policy values are too small to do so. Certain policy rights, if exercised by the owner, can end this guarantee.

It is important to note that if your client lives past the death benefit guarantee period chosen and wishes to continue coverage, the premiums needed to maintain the policy will rise substantially.

Products are subject to state availability, issue limitations, and to the terms of their policy form numbers.

GenGuardSM SUL: Policy Form No. GLAULLTD0408 et al. and Rider Form No. GLAULRPPR0308 et al. In Texas, Policy Form No. ICC09GA1001 and Rider Form No. ICC09GA100R (Genworth Life & Annuity).

GenGuardSM SUL NY: Policy Form No. GNYULLTD0408 and Rider Form No. GNYULRPPR0109; available only in NY (Genworth Life of New York).