



Genworth®
Financial

TOTAL LIVING COVERAGE®

Leverage.
Protection.
Control.

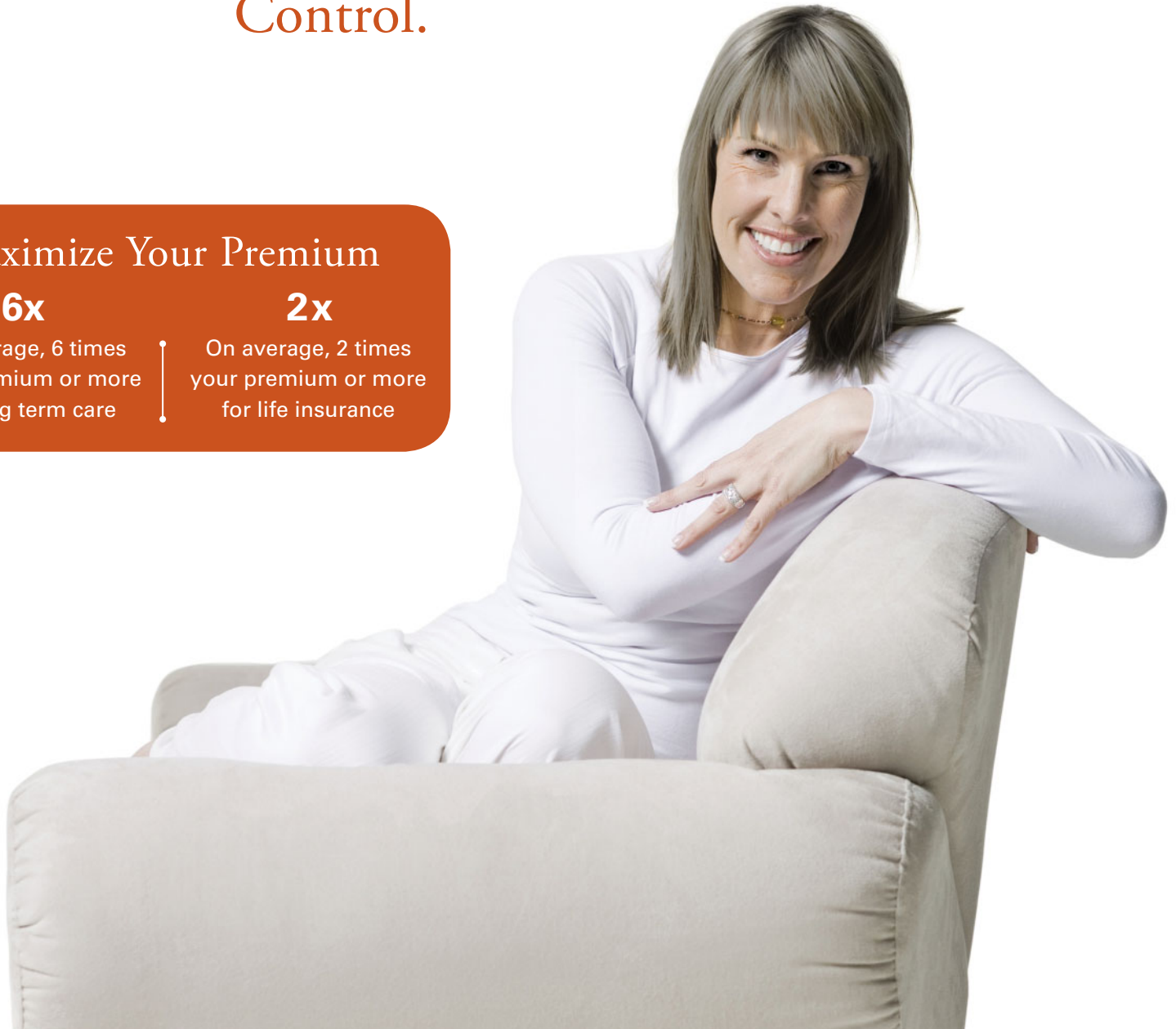
Maximize Your Premium

6x

On average, 6 times
your premium or more
for long term care

2x

On average, 2 times
your premium or more
for life insurance



Universal Life Insurance with Long Term Care Benefits Underwritten by
Genworth Life Insurance Company, Richmond, VA

Is This You?

Saver

You plan to use your savings to pay for a long term care event if needed.

Supporter

You would love to leave a legacy to your beneficiaries.

Investor

You want to make sure you are prepared for a long term care event and still have money available for growth opportunities or to spend however you want.

Unsure

You understand the importance of long term care insurance but are hesitant to buy a product you may never need.

Total Living Coverage[®] (TLC) from Genworth Life Insurance Company can help you address these issues.
It's a smarter way to prepare for the future.

1 Smart Move, 3 Distinct Options

Get 2x, 6x or more for your money. Or, if you change your mind, you can choose to get your money back.*

1

Your Care is Covered.

On average up to 6 times or more for your premium!

If you have a long term care (LTC) event, TLC leverages your initial premium up to six times or more, to pay for covered long term care expenses.

2

Your Life is Covered.

On average up to 2 times or more for your premium!

If you don't need LTC benefits, because TLC is universal life insurance, it pays an income tax-free death benefit to your beneficiary, which is usually two times your initial premium.

3

Your Decision is Covered.

No-regrets!

If you have a change in plans and decide not to keep the TLC policy before the end of the 15th year, you will get back at least your initial premium (less any LTC benefits already received).*

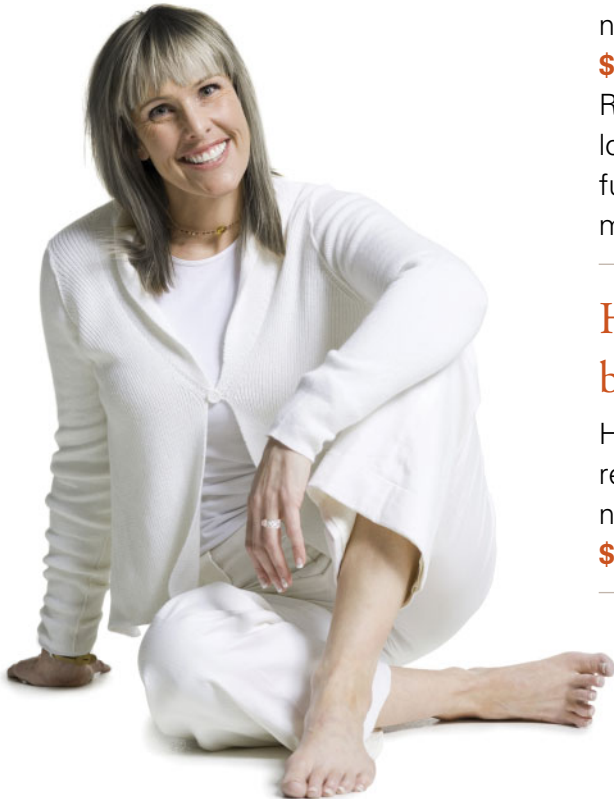
*To receive this benefit, you must select the optional Return of Premium Rider (ROP), which requires a higher initial premium and is available only when you are applying for TLC.

Case Study: How TLC Works

Meet Helen

Helen is in good health, has been married for 30 years and she and her husband have two children. After 25 years as a plastic surgeon, she retired last year. She has over \$300,000 of available assets.

Helen may face one of these four situations. With the coverage and protection of TLC, Helen was better prepared for all four scenarios.



What if...

Helen had a long term care (LTC) event.

Helen purchased a TLC policy at age 60 and was able to leverage her \$100,000 initial premium more than 7 times for a total of **\$755,244** in total long term care benefits. Helen has up to **\$10,490** each month to pay for covered LTC expenses for 6 years (longer if monthly maximum is not used up). Because Helen used all of her LTC benefits, her TLC policy paid a residual death benefit of **\$25,000** upon her death.

Helen never had a long term care event.

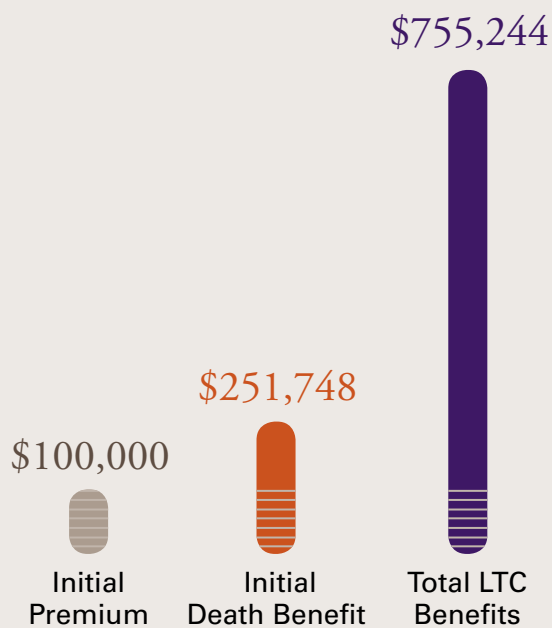
Because Helen did not need LTC benefits, she was able to leave a **\$251,748** death benefit to her husband as her beneficiary.

Helen changed her mind.

Five years after purchasing TLC, Helen wanted to invest in a new business. She discontinued the TLC policy and used the **\$100,000** to get started. Because she selected the optional Return of Premium Rider at purchase and had not taken loans, partial withdrawals or filed a claim, she received her full initial premium back without penalty. Of course, Helen must pay any taxes that are due.

Helen used some of her long term care benefit.

Helen had an LTC event and used \$100,000 of her benefit reducing her specified amount to \$151,748. Since she had not exhausted her specified amount to pay for LTC expenses, **\$151,748** was left to her husband as her beneficiary.



Maximizing Helen's Premium

Helen's initial premium is leveraged for greater value for long term care benefits if she needs them, or a tax-free death benefit for her beneficiaries if she never needs care.

This is how TLC looks for Helen, based on her individual factors: 60 year-old female in good health, with a couples discount¹ on LTC charges. Her policy values have been calculated on a 4.25% interest crediting rate.

TLC Leverage Table

	Age				
	50	55	60	65	70
	Leverage Factor				
Female	11x	9x	8x	6x	5x
Male	10x	8x	7x	6x	5x

This table illustrates the amount of leverage you would have for total long term care benefits based on your age when you purchase the policy. The leverage amount in the table above is calculated using a 4.25% interest crediting rate and includes a couples discount. These levels are based on clients with preferred health.

TOTAL LIVING COVERAGE

Total Living Coverage universal life insurance with long term care benefits is subject to the terms, issue limitations and conditions of Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIPGLI (11/05) et al. and ULRGMBRIPGLI (0709) et al.

Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. All applications are subject to the underwriting requirements of Genworth Life Insurance Company.

All guarantees are based on the claims-paying ability of the issuing insurance company.

The company has provided this brochure to help the owner understand the ideas discussed. Any examples are hypothetical and are used only to help the owner understand the concepts of the policy. The owner should carefully read the policy. What the company says about legal or tax matters is its understanding of current law, but the company is not offering legal or tax advice.

Tax laws and IRS administrative positions may change. This material is not intended to be used by any taxpayer to avoid any IRS penalty. The policyowner should consult independent tax and legal professionals for advice based on particular circumstances.

This is a solicitation of insurance. Complete details about the benefits, costs, limitations and exclusions of this valuable insurance policy will be provided to you by a Genworth Life Insurance Company insurance agent/producer. An insurance agent/producer will contact you.

Genworth, Genworth Financial and the Genworth logo are registered service marks of Genworth Financial, Inc.

¹ In Montana a "couple" means any two people who have resided together in the same permanent residence for the previous 12 months and intend to do so for the foreseeable future; share in a continuous relationship; are jointly responsible for each other's welfare and share basic living expenses; and, if related, are of the same generation.

©2010 Genworth Financial, Inc. All rights reserved.



Genworth Life is a member of the Insurance Marketplace Standards Association (IMSA). Membership promotes ethical standards in the sale and service of individually-sold life insurance, annuity, and long term care insurance products.

Genworth Financial is a proud sponsor of

alzheimer's  association®

the compassion to care, the leadership to conquer

Alzheimer's Association and Genworth Financial, Inc. have entered into a strategic relationship that permits Genworth's use of the Association's trademarks and/or logos. The use of the Alzheimer's Association logo does not constitute an endorsement of the Company's products and services.