



BULLETIN:

# GenGuard<sup>®</sup> UL Removed From Product Suite

genworth.com

January 6, 2015

**Effective:**  
**February 16, 2015**

**Availability:**  
All states.  
Available in Bermuda through Genworth Life and Annuity Insurance Company.

**Contact:**  
If you have any questions about these changes, please contact your Genworth Representative.

Effective February 16, 2015, GenGuard<sup>®</sup> UL will no longer be offered as part of our life insurance product suite.

With our emphasis on index UL and linked benefits product growth, this change allows us to better align our resources and focus on enhancing support towards the two fastest growing life insurance products in the industry – index universal life insurance and linked benefits. Guarantee UL sales have continued to trend downward. According to LIMRA, as of 3Q 2014, Guarantee UL represents only 21% of UL premium. Index UL sales continue to grow, representing over 50% of all UL sales and we see this product segment continuing to grow. In addition, GenGuard<sup>®</sup> UL currently represents a very small percentage of our business.

Our life product focus is to continue expanding our index UL and linked benefit solutions, while remaining relevant in the term life insurance market. Later this quarter, we will launch an even more competitive accumulation and protection solution. Consumers are seeking life insurance products that provide multiple benefits including death benefit protection, cash accumulation and long term care benefits. Our focus is to deliver on meeting these needs.

## Transition Rules

- January 16, 2015** - Last day to submit GenGuard<sup>®</sup> UL tickets through Life Quick Request<sup>®</sup>.
- February 13, 2015** - Last day to accept GenGuard<sup>®</sup> UL applications whether they are submitted via paper application or Life Quick Request<sup>®</sup>. Pending inventory will be processed as submitted. GenGuard<sup>®</sup> UL will be available in WinFlex for quoting on pending business until March 30, 2015.
- February 16, 2015** - GenGuard<sup>®</sup> UL applications will no longer be accepted.

Genworth companies include:

**Genworth Life and Annuity Insurance Company**, Richmond, VA

**Genworth Life Insurance Company**, Richmond, VA

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All products, riders, and benefits are subject to state availability and the terms, issue limitations, and conditions of the policy forms.

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

Refer to the policy for full information about product coverage, features, benefits, and limitations. This bulletin provides a summary of coverage. Policy terms and provisions will prevail.

GenGuard® UL is a flexible-premium, adjustable life insurance policy (commonly known as universal life insurance) subject to Policy Form No. GA1000-0609 et al. or ICC09GA1000 (Genworth Life & Annuity) or Policy Form No. GL1000-0609 et al. or ICC09GL1000 (Genworth Life).

<b>Insurance and annuity products:</b>	<b>• Are not deposits.</b>	<b>• Are not insured by the FDIC or any other federal government agency.</b>
	<b>• May decrease in value.</b>	<b>• Are not guaranteed by a bank or its affiliates.</b>

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