



SEPTEMBER 2011 RATE ADJUSTMENTS ARKANSAS

MEDICARE SUPPLEMENT

August 31, 2011

RATE ADJUSTMENTS:

Effective **September 1, 2011** on **new business** and **October 1, 2011** on **inforce business** on Assured Life Association for 2010 Modernized Medicare supplement in **Arkansas**, the following rate adjustments by plan/certificate listed will be effective:

MODERNIZED

(POLICIES EFFECTIVE
ON OR AFTER JUNE 1, 2010)

Modernized Medicare Supplement Plans – ALA New and Inforce Business							
Product	Rate Adjustment						
	Plan A <i>MTA20</i>	Plan B <i>MTA21/MTA40</i>	Plan C <i>MTA22/MTA41</i>	Plan D <i>MTA23/MTA42</i>	Plan F <i>MTA24/MTA43</i>	Plan G <i>MTA25/MTA44</i>	Plan N <i>MTA31</i>
AR Supp	8%	8%	8%	8%	8%	8%	8%

MARKETING MATERIALS:

Modernized Medicare Supplement Marketing Materials			
State	Company	New Outline	New App Book
AR	Assured Life	T01_156_AR_0911	T01_310_AR <i>Print Date 8/31/11</i>

ORDERING MATERIALS:

The attached outline of coverage replaces the current outline effective August 17, 2011. The app book has been updated to include the new outline and is available to order today through normal channels.

12-MONTH RULE:

For New Business: Rates are locked in the date the application is signed, but that rate will continue for 12-months following the **effective date of coverage**. This allows for a true 12-month guarantee to those individuals who are turning 65 and applying early. Their premiums will remain the same for the first 12-months that their policy is inforce.

PLEASE CONTACT US IF YOU HAVE QUESTIONS:

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