



JUNE 2011 RATE ADJUSTMENTS LOUISIANA & VIRGINIA

MEDICARE SUPPLEMENT

May 18, 2011

**RATE ADJUSTMENTS
EFFECTIVE JUNE 1, 2011:**

MODERNIZED
*(POLICIES EFFECTIVE ON
OR AFTER JUNE 1, 2010)*

Effective on Assured Life Association **new and inforce business** for **Modernized** Medicare supplement in **LA** and **VA** and Medicare SELECT in **LA** as of **June 1, 2011**, the following rate adjustments by plan/certificate listed will be effective:

Modernized Medicare Supplement Plans – ALA New and Inforce Business							
STATE	Rate Adjustment						
	Plan A <i>MTA20</i>	Plan B <i>MTA21</i>	Plan C <i>MTA22</i>	Plan D <i>MTA23</i>	Plan F <i>MTA24</i>	Plan G <i>MTA25</i>	Plan N <i>MTA31</i>
LA supp	9%	9%	9%	9%	9%	9%	9%
LA Select		9%	9%	9%	9%	9%	N/A
VA supp	10%	9%	9%	9%	20%	9%	9%

MARKETING MATERIALS:

Modernized Medicare Supplement Marketing Materials			
Product	Company	New Outline	New App Book
LA Supp	Assured Life	T01_156_LA_0611	T01_310_LA <i>Print Date 5/18/11</i>
LA Select	Assured Life	T01_157_LA_0611	T01_311_LA <i>Print Date 5/18/11</i>
VA Supp	Woodmen	T01_156_VA_0611	T02_310_VA <i>Print Date 5/18/11</i>

ORDERING MATERIALS:

The attached outlines of coverage replace the current outlines effective 6/1/11. The app book has been updated to include the new outline and is available to order effective 5/18/11 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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