

A F F O R D A B L E S I M P L E P R O C E S S

ColonySM Term Universal Life Insurance

C O N T I N U E D C O M P E T I T I V E N E S S

F L E X I B L E

Underwritten by:

Genworth Life and Annuity Insurance Company

Genworth Life Insurance Company

Richmond, VA



Genworth[®]
Financial

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49589 10/19/09

COLONYSM TERM UL

With ColonySM Term UL, the Genworth Financial companies offer you an affordable universal life insurance product as an alternative to term life insurance. With this product, we will continue to serve the term market.

Affordable Alternative to Traditional Term Insurance

Colony Term UL is a great fit for consumers who are interested in traditional term life insurance. Usually, they select term life insurance because of its affordability and because it fits a need for coverage for a specific period of time.

Like term life insurance, Colony Term UL offers affordability and the ability to choose how long you want to be covered. And your planned premiums will be competitive with term insurance premiums for the same periods.

Take a look at this example to see how Colony Term UL planned premiums for death-benefit guarantees less than or equal to \$1 million are comparable to our ColonySM term life insurance premiums. At amounts above \$1 million, the planned premiums for death-benefit guarantees are always less than Colony term premiums.

Preferred Best No Nicotine Use, \$250,000 death-benefit guarantee, annual term premiums and Colony UL planned premiums

Male	30	35	40	45	50
Colony 20*	\$155.00	\$160.00	\$205.00	\$345.00	\$517.50
Colony Term UL 20	\$154.41	\$159.45	\$204.48	\$344.43	\$516.90

Preferred Best No Nicotine Use, \$5,000,000 death-benefit guarantee, annual premiums

Male	30	35	40	45	50
Colony 20*	\$2,350.00	\$2,450.00	\$3,450.00	\$6,550.00	\$10,350.00
Colony Term UL 20	\$2,081.32	\$2,251.71	\$3,152.17	\$5,881.57	\$9,331.66

*The Colony 20 premiums include a \$50 annual policy fee.

Simple Processing Continues

Quoting: It is important for you to know that when requesting a quote, our Colony Term UL product will appear just as our Colony term product does today. Our Colony Term UL will be available to be shown alongside traditional term products in your agency's internal quote system, or third party quoting engines such as VitalTerm, iPipeline or Compulife®.

Illustration: No illustration is required.

Simple Process: Like our traditional term products, our Colony Term UL offers simple processing including Life e-App and our short-form fulfillment platform, Life Quick Request.

Our goal with Colony Term UL is to provide you and your producers with a competitive product that combines value with a streamlined purchase and service experience for the term market.

Colony Term UL Is a Competitive Advantage for You

Colony Term UL is priced to compete in the traditional term market so that you and your producers can continue to meet the needs of the term market consumer.

Underwriting – with our new underwriting program, we will provide clear communication throughout the underwriting process and speed up the process with fewer underwriting requirements. We are committed to continuously improving our underwriting.

Commissions – the good news is that commissions will be paid on the entire initial premium period. Colony Term UL does not have a policy fee.

Premium Positioning* – our competitive positioning now extends through \$5 million. We will be targeting the top 3 positions for face amounts under \$500,000 and top 5 for \$500,000 and above.

Extended Issue Ages - increasing our competitiveness by up to 10 years as compared to our traditional term products.

The Added Flexibility of Traditional UL

While simplicity has been maintained through the purchase and service experience, Colony Term UL provides the added flexibility of traditional universal life (UL) insurance.

Premium Payment – Colony Term UL provides the opportunity for flexible payment patterns, as long as they are sufficient to keep the policy in force.

Grace Period – like a traditional UL product, Colony Term UL provides a longer grace period than traditional term products. The 62-day Grace Period begins with the first day of the first policy month in which both the Net Cash Surrender Value and the Coverage Protection amount less the policy loan balance are less than zero. Unlike term insurance, more than just missed premiums must be made

to remove the policy from its grace period or to reinstate the policy if it has lapsed.

Amount (defined in the policy) minus any policy loan balance is less than zero.

“Imperfect Timing Forgiveness” – for the purpose of determining whether the death-benefit guarantee is in effect, we credit payments as of the first of the month in which they are paid. Remember, though, premiums are credited to Policy Value as of date received.

Continuing Coverage – subject to certain limits, the opportunity for additional coverage if customer extends the death benefit guarantee period beyond the initial period. It is important to note that the premium needed to continue the policy will increase substantially.

COLONY TERM UL AT A GLANCE:

Periods available for initial planned periodic premium

10, 15, 20 and 30 years. Customers can choose different planned-premium patterns to guarantee coverage for the period selected.

Minimum specified amount at issue

\$50,000

Issue Ages

Colony Term UL 10:

0-80 depending on rate class

0-85 depending on rate class

Colony Term UL 15: 0-80

Colony Term UL 20: 0-75

Colony Term UL 30: 0-65

- Issue age for nicotine users begins at 16
- State differences

Death Benefit Guarantee

Needs	Traditional Term	Colony Term UL
Simple fulfillment process	✓	✓
No illustration required	✓	✓
Coverage for specific number of years	✓	✓
Planned premiums		✓
Level premiums	✓	
Affordable life insurance coverage for consumer	✓	✓

*Competitive premium positioning and targeting based on research conducted by Genworth Financial and is believed to be accurate as of 8/20/09. Comparison includes 12 carriers.

The death-benefit guarantee is conditioned on the payment of enough premium so that at the beginning of a policy month the policy's Coverage Protection Amount (defined in the Coverage Protection Benefit section of the policy) minus any policy loan balance is zero or greater. Policy loans and/or withdrawals can shorten the length of the guarantee or affect whether or not the guarantee remains in effect.

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ABOUT GENWORTH FINANCIAL

*Genworth Life and Annuity
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Richmond, VA*

*Genworth Life
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Richmond, VA*

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*Only Genworth Life of
New York is licensed to conduct
business in New York.*

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A Leading Insurance Holding Company in the United States

Since writing our first policy in 1871 as The Life Insurance Company of Virginia, we've been committed to helping people effectively protect and achieve the comfort of financial security. Genworth Financial has a strong and expanding global presence, with operations in more than 25 countries. We help people at key stages in their life through a wide-array of innovative products and financial services. From protecting and growing retirement income, to creating security through life, long term care and Medicare supplement insurance, to wealth management offerings and financial advisory services, to protecting a safer, more secure path to homeownership, Genworth will be here to help provide financial security solutions. We are committed to helping protect our customers' lifestyles, helping them during difficult times and helping make their dreams come true. We strive to present information in a straightforward, understandable way that lets you make smart decisions.

Our Strength — Our Stability

Genworth Life and Annuity Insurance Company, Genworth Life Insurance Company and Genworth Life Insurance Company of New York have a history of strong financial performance and sound investment practices. Our top quality financial products include competitive life insurance and annuities designed to help you build, protect and transfer wealth. You can turn to the Genworth Financial family of companies for a wide range of products to help meet your financial needs. We have enjoyed success because we are bound to certain principles. We consistently respond to the needs of our customers and offer products that reflect honest values.

Genworth will be here for you — today and in the future.

All guarantees are based on the claims-paying ability of the issuing insurance company. All products and their riders and benefits are subject to their policy forms and to state availability and issue limitations.

Colony Term UL: Policy Form No. ICC09GA1002 or GA1002-0709 et al.
(Genworth Life & Annuity)

Colony Term UL: Policy Form No. ICC09GL1002 or GL1002-0709 et al. (Genworth Life)

Colony 20: Policy Form No. 1420 (96) et al. or 1421 et. al. (Genworth Life & Annuity)



Genworth Life and Annuity Insurance Company, Genworth Life Insurance Company and Genworth Life Insurance Company of New York are members 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.

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- Are not insured by the FDIC or any other federal government agency.
- May decrease in value.
- Are not guaranteed by any bank or its affiliates.