

Choose a Leader

Genworth Life Insurance Company

- Our Long Term Care Insurance Division was a pioneer in the long term care insurance industry more than 35 years ago.
- Over \$6.2 billion in paid claims.³
- Over one million policyholders nationwide.^{3,4}

³ Genworth Life Insurance Company business operations information beginning 12/1974 through 06/30/2010.

⁴ LifePlans 2009 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold and individual annualized premium in force.

Insurance and annuity products:

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

This solicitation of insurance is for individual policy form series 7052 (7052DE, 7052GA, 7052ID, 7052NC, 7052OK, 7052PA, 7052SC, 7052TN, 7052WA). An insurance agent/producer will contact you. Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of these long term care insurance policies will be provided to you by a licensed insurance agent/producer.

Help protect your choices

Long Term Care Insurance



Underwritten by
Genworth Life Insurance
Company, Richmond, VA

Wouldn't you want to know...

about a major risk to you and your family's financial, physical and emotional well-being? Sure, you would. Are you aware of the risks associated with needing long term care?

While people may recognize long term care costs as a significant risk to their standard of living, many don't have a plan to minimize that risk. Planning for long term care is critical...and a comprehensive long term care insurance policy can be a critical part of the plan.

If you're like most people, you set aside funds for retirement. But what have you allocated from your retirement portfolio to help pay for long term care? The costs can be considerable. The national median cost for a private room in a nursing home is \$77,745 per year.¹ Round-the-clock home health care is generally even more expensive.¹

CONSIDER THAT:

- **People are living longer.** When you get older, you may get sick. When you get sick, you may need care.
- **Generally, Medicaid** requires you to "spend down" your assets.
- **Generally, Medicare** was not designed to adequately cover long term care costs.
- **Your family**, while willing to help, may not be in a financial position to do so.

It doesn't take much to imagine the effects these circumstances could have on your life and the lives of those you love. But you can prepare for the future with some simple planning, and long term care insurance should be considered part of the plan.

The solution

Long term care insurance helps cover the costs of long term care. It doesn't replace what families do; it builds on your existing infrastructure of support, so caregivers can provide care better and longer. In short, long term care insurance can help you maintain your lifestyle and protect your assets and savings.

Genworth Life Insurance Company's comprehensive, flexible long term care insurance is designed to meet your personal needs.

Care when and where you need it most

Our long term care insurance plans offer benefits for care in a variety of settings. Privileged Care® Coordination allows you to schedule and coordinate necessary home care to help you maintain your independence and live comfortably in your own home. This service is provided to policyholders at no additional cost.

Privileged Care Coordination provides guidance and assistance during a stressful time. Privileged Care Coordination helps you get the long term care and services necessary to live safely and independently in your own home – maximizing your potential for recovery and increased independence.²

Protecting your future today.

If you are ready to consider long term care insurance designed to suit your unique needs and preferences, complete and mail the attached card today.

We'll provide you with details regarding the costs, benefits, limitations and exclusions of our long term care insurance policies.

Yes, long term care insurance makes sense. Please provide me with information on how I can help protect my family and savings from the increasing costs of long term care.

Name of person sending in card

Address

City

State

Zip

Phone

Birth Date

Spouse or Domestic Partner Birth Date

This is a solicitation of insurance. An insurance agent/producer will contact you.

The best time to reach me is between:

9:00 a.m.-1:00 p.m. 1:00 p.m.-6:00 p.m. 6:00 p.m.-9:00 p.m.

Insurance products underwritten by Genworth Life Insurance Company, Richmond, VA
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¹ Genworth 2011 Cost of Care Survey. Conducted by CareScout®, April 2011.

² See Policy or Outline of Coverage for details.