

UNDERSTANDING  
GENGUARD<sup>SM</sup> UL  
GENGUARD<sup>SM</sup> UL NY

GENGUARD<sup>SM</sup> UL  
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UNIVERSAL LIFE INSURANCE

Underwritten by

Genworth Life and Annuity  
Insurance Company

Genworth Life Insurance Company

Richmond, VA

Genworth Life Insurance Company  
of New York

666 Third Avenue, 9th Floor, New York, NY 10017

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

# GENGUARD<sup>SM</sup> UL AND GENGUARD<sup>SM</sup> UL NY

*Buying life insurance is one of the most important steps you'll ever take to provide a sense of security — both for yourself and for those who depend on you to provide them with financial stability and security. That's why we've designed a range of products like GenGuard<sup>SM</sup> UL and GenGuard<sup>SM</sup> UL NY to help you meet your needs now and well into the future.*

## The Flexibility You Need Now

GenGuard UL is a flexible premium universal life insurance product that allows you to select a death benefit (the amount of money your beneficiaries receive) that fits your needs. GenGuard UL delivers flexibility to you by allowing you to customize your product options in three important ways:

**Premium flexibility**— choose your own payment and schedule — with this option, the amount of premium you pay and your payment schedule is up to you. Please note, however, the premium levels you choose and the timing of your payment both affect the amount of death benefit you buy and how long it will last. To maintain your policy, you must pay enough of your premium to cover the charges and fees required to keep your policy in-force. Once you've bought your GenGuard UL policy, we'll send you annual statements to help you track your policy. You can also order additional illustrations to help you monitor its performance. Before you decide to skip or delay a payment, it's important for you to understand how these decisions impact your policy.

**Planned periodic premium**— select a consistent payment to make budgeting even easier — with this option, you can use the illustration we provide when you buy your GenGuard UL policy to predict the amount you'll pay in regular intervals. As with any of the flexible payment options at your disposal, the illustration your representative gives you at the time you make your purchase will also tell you how long your policy will last and how much net cash surrender value your policy will generate based on certain guaranteed and non-guaranteed assumptions.

**Death benefit guarantees**— we calculate the Coverage Protection Amount at the beginning of each policy month. If this amount, less any loan balance, is zero or larger, a Coverage Protection Benefit keeps your policy death benefit in effect, even if the net cash surrender value is too small to do so. This means you can provide your loved ones with even more sense of security given changes in the current economy. The easiest way to maintain this guarantee and ensure it will remain in effect is to pay the planned amount at the planned frequency, as shown in the illustration. Doing so will maintain both the death benefit and the length of

time you selected for the death benefit to last — regardless of changes in interest crediting rates or other policy charges.

## The Security You'll Want Later

GenGuard UL makes it easy for you to put a plan in place that respects your budget and honors your commitments to your family. Consider your answers to the following questions — they'll help you evaluate your options and make important decisions that will ensure you put the best possible plan in place.

### What determines the length of the death benefit guarantee period?

As noted above, the premiums on this policy are flexible and how much you pay and the timing of those payments are up to you. Alternatively, you can choose to pay a predetermined amount at consistent times to make it easier to manage the premium. Whichever way you choose to pay for your coverage, how much you pay and the timing of the payments will determine the length of the death benefit guarantee. Assuming a constant death benefit amount, the more you pay, the longer the guarantee period. Conversely, the less you pay the shorter the guarantee period. You can choose to keep the guarantee in effect for a specific number of years or to a certain age. If your policy remains in effect until you reach age 121, premiums will no longer be needed to keep the coverage in effect.

Certain policy rights, if exercised, can also end this guarantee. Although generally driven by the premium amounts and frequency of payment, you should be aware that you could jeopardize the length of the death benefit guarantee if you withdraw or borrow from the policy cash surrender value. Again, the amount of premium you pay for your death benefit drives how much of the cash value will be available to withdraw or borrow without adversely affecting the length of the guarantee period.

### “How do I select the right guarantee period?”

Choosing the guarantee period that best fits your needs is a personal decision. You'll want to consider why you're buying the insurance policy and whether your need for the coverage

is indefinite or for a specific number of years. If the need will always exist, you may want to consider how long you think you'll live. While the number of people living to 100 is increasing, it's uncommon for people to live past 105, and very rare to live past 110. Do you think you'll live to age 85, or will you be in the group that makes it to 105? None of us can really predict this with certainty, but these are some of the things that may help you make a reasonable estimate:

- Your current age
- Your personal health history
- Your family health history
- Longevity of your parents and other family members

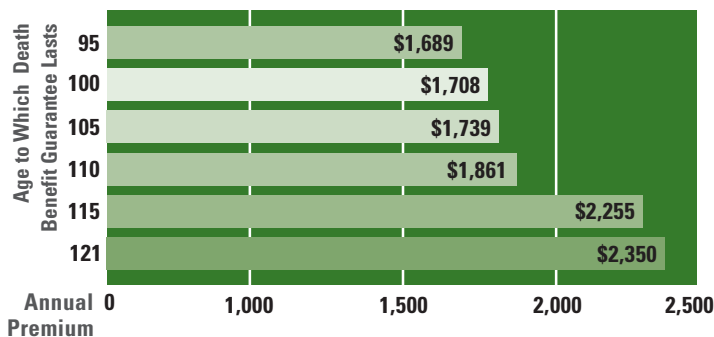
Keep in mind that the longer the guarantee period you select, the higher the premium.

If cost is an issue for you, you may decide to reduce the amount of your death benefit in order to lengthen the guarantee period. Conversely, you may decide to shorten the guarantee period so you can purchase more death benefit for the same premium dollar. Figures 1 and 2 show how various changes can impact the premium amount, guarantee period and death benefit.

**Figure 1** shows the relationship between the premium paid and the length of the guarantee. In this example, the higher the premium paid, the longer the guarantee. You can reduce the amount of premium you pay by selecting a shorter death benefit guarantee period or by reducing the death benefit.

**Figure 1**

**Effect on Premium of Reducing Length of Guarantee Period (Assumes Constant \$250,000 Death Benefit)**

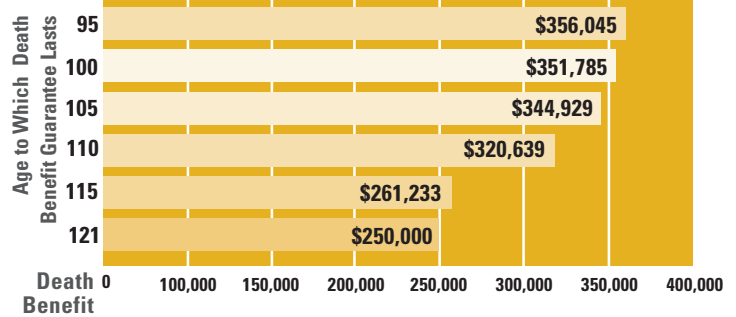


Assumes male insured, aged 45, Preferred Best No Nicotine Use. For demonstration purposes only. Not valid without a full compliant illustration.

**Figure 2** illustrates paying an annual premium in a constant amount, and how it corresponds with the death benefit amount and the length of the guarantee period. If you know you want to pay a specific amount in annual premium, you can adjust the death benefit amount or the guarantee period, depending on your specific needs.

**Figure 2**

**Effect on Death Benefit Amount of Reducing Length of Guarantee Period (Assumes Constant Premium Payment)**



*Out of the total U.S. population of 304,059,725, only .03% of people are age 100 or older*

Source: U.S. Census Bureau: Annual Estimates of the Resident Population by Sex and Five-Year Age Groups for the United States: April 1, 2000 to July 1, 2008 (NC-EST2008-01) Released on May 14, 2009.

**“What if I miss a premium payment or two?”**

If you fall behind in paying your premiums, you can “catch up” missed premiums on your GenGuard UL policy. The same is true if you decide that you want to extend your death benefit guarantee period. This “catch-up” option is available if:

- The policy hasn't been surrendered and
- You haven't increased the specified amount of your death benefit

It costs more to catch up than paying the missed planned premiums. The longer the period between the missed premiums and the time of the catch up, the more costly catching up can be.

**“Is it possible to extend the guarantee period?”**

Yes, as long as the policy hasn't terminated. Extending the guarantee period will increase your premium amounts. If you decide to extend the guarantee period early in the life of the policy, the increase may be modest; however, if you wait until near the end of the initial guarantee period, the premium increase may be very substantial. Therefore, it's important to carefully consider the length of the guarantee period up front to minimize having to pay higher premium later to keep the death benefit in effect.

*There are several ways to ensure your loved ones' security, but universal life insurance can help provide them with financial protection in the future. Ask your representative for more information about GenGuard UL, or in New York, GenGuard UL NY today.*

# ABOUT GENWORTH FINANCIAL

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Insurance Company  
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and the Genworth logo are  
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Genworth Financial, Inc.*

## *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 products and their riders and benefits are subject to their policy forms and to state availability and issue limitations.

GenGuard<sup>SM</sup> UL: Policy Form No. ICC09GA1000 or GA1000-0609 et al.  
(in Oregon, GA1000-0609 OR) (Genworth Life & Annuity)

GenGuard<sup>SM</sup> UL: Policy Form No. ICC09GL1000 or GL1000-0609 et al.  
(in Oregon, GA1000-0609 OR) (Genworth Life)

GenGuard<sup>SM</sup> UL NY: Policy Form No. GY1000-0609  
(Genworth Life of New York) available only in NY



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.