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Introducing
ColonySM LifeLong UL
 From the Genworth Financial companies



Affordable life insurance that can be guaranteed to last a lifetime

Available for sale: May 23, 2011
 In all states except NY

Learn More at
genworth.com/lifelongul

Designed for today's client looking for security, stability and guarantees. ColonySM LifeLong UL is an affordable, flexible premium universal life (UL) insurance solution for the Death-Benefit/No Lapse Guarantee UL market.

Clients can choose to pay highly competitive level planned premiums, which if paid as planned, will never increase and have a death-benefit guarantee* for the period they choose - up to lifetime.

LifeLong UL is simple to sell

- Illustrations are not required, guaranteed projections are available
- Faster processing and better placement available through Life Quick Request
 - LifeLong UL available on Life Quick Request May 31st
 - Life Quick Request available on iPipeline™ June 20th
- Cases receive the dedicated support they deserve with the introduction of Tiered UL Servicing
- Competitive 360°LifeViewSM Underwriting

To access all marketing promotional materials including producer training, banner ads, newsletter content, brochures, and other helpful sales tools, visit the LifeLong UL Promotions Center at genworth.com/lifelongul



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genworth.com/lifelongul

ColonySM LifeLong UL

Questions? Please contact the Internal Sales Team at 866 498.7151, choose option 3, then 1.



*Death-benefit guarantee refers to a conditional guarantee that, if the conditions are met, can keep the policy in force even if policy values do not. Certain policy rights, if exercised, can end the guarantee.

Life insurance underwritten by:

Genworth Life and Annuity Insurance Company, Richmond, VA

Genworth Life Insurance Company, Richmond, VA

Not available in NY.

These are partial product descriptions. To accurately present this product you must fully understand its features, benefits and limitations, which are explained in more detail in the product's feature guide. Only the policy contains the actual terms and conditions of coverage.

ColonySM LifeLong UL is a flexible-premium, adjustable life insurance policy (commonly known as universal life insurance). The product, riders, and benefits are subject to the terms and conditions of its policy forms and to state availability and issue limitations. ColonySM LifeLong UL is subject to Policy Form No. GA1002-0709 et al. or ICC09GA1002 (Genworth Life & Annuity) or Policy Form No. GL1002-0709 et al. or ICC09GL1002 (Genworth

Life).

All guarantees are based on the claims-paying ability of the issuing insurance company.

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