



A Competitive Comparison Between Total Living Coverage[®] and MoneyGuard[®] Reserve Plus (MoneyGuard)

Get the Real Story Behind Total Living Coverage[®] (TLC)

Underwritten by:
Genworth Life Insurance
Company, Richmond, VA

Seven out of 10 agents, in a blind test, preferred TLC's features, benefits, process and commissions over Lincoln's product, MoneyGuard.¹

TLC wins.

Total Living Coverage from Genworth Life Insurance Company (Genworth Life) links universal life insurance and long term care (LTC) benefits. TLC provides income tax-free benefits if clients ever need long term care, an income tax-free death benefit or a combination of both.

Help your clients stay in control of their financial future — with leverage and protection benefits that outshine MoneyGuard.

Leverage - TLC provides more benefits than MoneyGuard by:

- Offering, on average, 5.2 times premium leverage for LTC protection; MoneyGuard only offers 4.2 times. For a client paying \$100,000 Initial Premium into TLC, this translates into \$98,000 more for the LTC Pool; \$33,000 more for the death benefit; and \$1,361 more for the LTC Monthly Maximum than MoneyGuard.
- Providing 19 to 30 percent more guaranteed LTC and death benefits than MoneyGuard through attained age 91 on average (after that, values are, on average, 15 percent greater).
- Providing 19 to 30 percent greater LTC and death benefits than MoneyGuard in all years, on average (based on current rates and charges).

Protection - TLC provides superior protection by:

- Offering preferred and couples discounts; MoneyGuard does not.
- Including superior Privileged Care[®] Coordination Services at Genworth Life's expense and not out of the coverage maximum. MoneyGuard provides fewer services and does take the expense out of the coverage maximum.
- Waiving all charges while on LTC claim whereas MoneyGuard does not. This is an important feature because 30% of all Genworth past claimants have recovered.²

¹Third party administered blind survey to 230 Producers; August 2011. Blind study gave detailed information on both products' features, benefits, compensation and process.

²Genworth's claims experience as of 12/31/2011.

See how **Guaranteed Values** compare³:

(Male) Attained Age	Death Benefit (DB)		LTC Pool		LTC Monthly Maximum		Percentage TLC Greater For LTC & DB
	Genworth Life TLC	Lincoln MoneyGuard	Genworth Life TLC	Lincoln MoneyGuard	Genworth Life TLC	Lincoln MoneyGuard	
65	\$169,461	\$121,366	\$508,383	\$364,098	\$7,061	\$5,057	39.6%
70	\$169,461	\$121,366	\$508,383	\$364,098	\$7,061	\$5,057	39.6%
75	\$169,461	\$121,366	\$508,383	\$364,098	\$7,061	\$5,057	39.6%
80	\$169,461	\$121,366	\$508,383	\$364,098	\$7,061	\$5,057	39.6%
85	\$169,461	\$121,366	\$508,383	\$364,098	\$7,061	\$5,057	39.6%
89+*	\$148,610	\$121,366	\$445,830	\$364,098	\$6,192	\$5,057	22.4%

Genworth Life has the best Linked Benefit Guarantees in the Industry. In this example the 65 year old client is guaranteed to have 39.6 percent more benefits until at least age 89.

*If TLC were to drop to its guaranteed assumptions on DAY 1 of the policy and remain at those levels for the life of the policy, then the secondary guaranteed amount will start at age 89. If one or all of the guaranteed assumptions start at a later date, future Annual Statements will show the secondary guaranteed values will come into play at an older age than 89 or never at all. If no policy loans or partial withdrawals are taken, only TLC will guarantee that the policy will not lapse, and the owner will never have to pay more premiums.

TLC is Superior: *TLC provides superior premium leverage options for your clients:*³

Benefit	Genworth Life's Total Living Coverage	Lincoln's MoneyGuard
Premium Leverage for LTC	6.0 times @ age 60 5.1 times @ age 65	4.1 times @ age 60 3.6 times @ age 65
Premium Leverage for Death Benefit	2.0 times @ age 60 1.7 times @ age 65	1.4 times @ age 60 1.2 times @ age 65
LTC and Death Benefits at Guaranteed Assumptions	On average, 19-30% higher thru attained age 91 and equal after attained age 91	On average, 19-30% lower thru attained age 91 and equal after attained age 91
LTC and Death Benefits at Current Assumptions	On average, 19-30% higher in all policy years	On average, 19-30% lower in all policy years

These are partial product descriptions; for a full explanation of both products' benefits, features, exclusions and limitations, please refer to the respective policies.

The charts shown are based on research conducted by the Genworth Financial companies. To the best of our knowledge, the competitive information is current and believed to be accurate as of 2/15/2013. The Genworth Financial companies are not affiliated with The Lincoln National Life Insurance Company.

³ Comparisons based on Male, Preferred, Couples Discount, \$100,000 initial premium, 2-year Accelerated Benefit Rider (ABR) period, 4-year Extension of Benefits Rider (EBR) period, Return of Premium Rider (ROP), no inflation. For both companies, values assume no loans, withdrawals or long term care claims have been made. No premium in addition to the initial premium is required for TLC guaranteed values.

TLC is Superior: *TLC offers more asset protection for a more secure financial future:*

Benefit	Genworth Life's Total Living Coverage	Lincoln's MoneyGuard
Preferred and Substandard Life Risk Classes	Yes	Not Available
Couples / Preferred LTC Discounts	Up to 20% / 15%	Not Available / Not Available
ABR / EBR⁴	24, 36, 48 months / 24, 48, Lifetime	24, 36 months / 24, 48
Inflation Protection	3% Simple (ABR & EBR) 3% Compound (ABR & EBR) 5% Simple (ABR & EBR) 5% Compound (ABR & EBR)	3% Simple (CCBR & EOBR) 3% Compound (CCBR & EOBR) 5% Compound (CCBR & EOBR)
Waiver of All Charges While on LTC Claim	Yes	Not Available
International LTC Coverage	75% up to 4 Years (ABR & EBR)	50% (CCBR only)
Privileged Care[®] Coordination Services		
• Team of coordinators work with insured for the services and care providers they need	Yes	Not Available
• Develop and suggest plans of care to assist the insured	Yes	Not Available
• Monitor the insured's plan of care on an ongoing basis	Yes	Not Available
• Provided by the company at its own expense	Yes	Not Available
Minimum Issue Age	18	35
Nonforfeiture Benefit	Built-in, No extra charge	Optional rider for extra charge
Commission Chargeback	100% Months 1-12 None Months 13+	100% Months 1-12 50% Months 13-24

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TLC may be a great fit for clients with any of the following criteria:

- Are in preferred health
- Are married
- Are concerned about receiving care at home
- Want industry leading benefits
- May need international coverage

Sales Support

Our dedicated team of external and internal wholesalers can provide comprehensive advice about TLC. We also have a full suite of marketing materials available to help with your sales campaigns. Call your Genworth Life LTCI Sales Team for assistance with your TLC cases — we're ready and waiting to help.

⁴ ABR: Accelerated Benefit Rider; EBR: Extension of Benefits Rider; CCB: Convalescent Care Benefits Rider; EOBR: Extension of Benefits Rider.

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.

Total Living Coverage is subject to Policy Form No. ULPLTCIPGLI (11/05) et al. and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIGLI (11/05) et al. and ULRGMBRIPGLI (0709) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state.

Lincoln MoneyGuard® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, and Return of Premium Rider on Rider Form B10465F.

MoneyGuard® is a registered service mark of Lincoln National Life Insurance Company.

Generally, life insurance death benefits are payable to the beneficiary income tax-free. In addition, the law provides that cash values that accumulate within a life insurance policy grow on an income tax deferred basis and are not subject to income tax until withdrawn from the policy or the policy terminates. Monthly charges to pay for long term care insurance are not included in the gross income of the policyowner, but reduce the owner's income-tax basis (not below zero).

This policy may be considered a Modified Endowment Contract. This means that if you take a policy loan or partial withdrawal from the policy values, you may have income tax to pay if the amount of the policy value is higher than the amount you paid for the policy.

The company has provided this information to help producers understand the ideas discussed. Any examples are hypothetical and are used only to help producers understand the concepts of this policy. What the company says about legal or tax matters is its understanding of current law, but the company is not offering legal or tax advice. Tax laws and IRS administrative positions may change. This material is not intended to be used by any taxpayer to avoid any IRS penalty. Your clients should consult independent tax and legal professionals for advice based on their particular circumstances.

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