



Genworth®
Financial

DO YOU KNOW ...

GENWORTH FINANCIAL'S LONG TERM CARE INSURANCE DIVISION* HAS OVER 30 YEARS EXPERIENCE!

- Our heritage goes back over 30 years to Fireman's Fund American Life Insurance Company where, in 1974, the first long term care insurance product was launched.
- 1985 Fireman's Fund American Life Insurance Company became subsidiary of American Express
- 1986 Fireman's Fund American Life renamed AMEX Life Assurance Co.
- 1988 AMEX Life created Long Term Care Insurance Division
- 1995 GE Capital acquired AMEX Life
- 1996 AMEX Life renamed General Electric Capital Assurance Company
- 1997 GE Capital Assurance acquired LTC, Inc. Career Sales Force
- 2000 GE Capital Assurance acquired LTC business of Travelers
- In May of 2004 we became part of Genworth Financial at its initial public offering
- 2006 General Electric Capital Assurance Company renamed Genworth Life Insurance Company and GE Capital Assurance Company of New York renamed Genworth Life Insurance Company of New York

*What we have learned
over 30 years.*

The Product is Valuable at Any Age

Life expectancy has increased dramatically and the good news is that many live long lives. With longer lives comes a greater chance that people may require long term care. We have claimants who range from 36 years old to over 100 years old. And the majority of claims fall between the ages of 65 and 94. Long term care insurance helps protect assets and maintain financial security if the need for long term care arises.

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*Genworth Financial's Long Term Insurance Division consists of Genworth Life Insurance Company, and in New York, Genworth Life Insurance Company of New York.

Consumer Education is Vital

Long term care insurance is an integral part of the financial planning process. It may help protect family assets and lifestyles. The more people learn of the impact of Medicaid and Medicare, they may look at alternatives to help fill the long term care funding gap — long term care insurance. No one likes to think about the impact of someone they love needing long term care and what providing that care could do to their family and their financial plan. The more consumers know the risks and the cost of long term care; the more likely they will take control and be prepared.

Planning is Key

Planning for life events like college, purchasing a home, marriage, starting a family, and retirement is something most of us do in some way each day. One of the possible life events that we may not always financially plan for is illness. While working with your client during the financial planning process, you need to establish that your client understands that if he lives a long life then the need for long term care services is possible. If care is needed, then what could be the impact on the family and finances? And finally, what options are there to pay for long term care services in the event that these services are needed? Long term care insurance may be an answer in planning for the potential financial impact of long term care.

Planning for the potential need for long term care is key.

Trust in the Company is Paramount

People are researching companies for honesty and reliable business practices. We hold high levels of integrity, and we take a disciplined approach to legal and regulatory compliance. We are committed to helping protect our customers' lifestyles, to help them during difficult times. We will strive to make things clear and simple.

Learn more at genworth.com.

Our focus on delivering innovative products and providing service excellence to our customers has not wavered. For thirty years, more people have trusted our Long Term Care Insurance Division to help them cover the costs of their long term care than any other insurer. We are proud to continue making a difference in people's lives every day.

To learn more about our selection of long term care insurance products and how they could benefit your clients, call your Internal Sales Representative.