



GenworthSM
Financial

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BULLETIN

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New Long Term Care Insurance Products Coming Soon to Indiana, Indiana Partnership, Maryland, Massachusetts, New York, and New York Partnership

Genworth Financial's Long Term Care Division, a leader in long term care insurance, is proud to announce the addition of Indiana, Indiana Partnership, Maryland, Massachusetts, New York, New York Partnership and Pennsylvania to the list of states able to sell its newest products, Privileged ChoiceSM and Classic SelectSM. These products will be available for sale Monday, November 1, 2004.

Privileged Choice is our premier product combining innovation with rich, built-in benefits, making it one of the most comprehensive products in the industry today. It is competitively priced for couples and includes many new features and benefits.

Classic Select features a modular design so that you can customize a long term care insurance plan to meet your customers' specific needs. It is a great low-cost alternative for singles and gives you a competitive edge in today's market.

With this launch, these products will be available for sale everywhere **except** California and California Partnership. Our current product, GE Long Term Care Choice®, will continue to be available for sale in California until the new products are approved, providing representatives with a competitive solution to fulfill their clients' long term care insurance need.

Sales and marketing materials will be available for ordering beginning October 28, so that you can be ready to begin selling Privileged Choice and Classic Select on November 1.

Please note: The Home Office of Genworth Financial's Long Term Care Division will not accept applications for GE Long Term Care Choice Individual and Shared Benefit policies from Indiana, Indiana Partnership, Maryland, Massachusetts, New York, New York Partnership or Pennsylvania after Friday, December 3, 2004.

For further details on these exciting new products, marketing and sales materials or other launch questions, please contact your Internal Sales Team.

Long term care insurance products underwritten by General Electric Capital Assurance Company, and in NY, by GE Capital Life Assurance Company of New York. For representative use only. Not for public use or distribution

Genworth Financial companies include:

***First Colony Life Insurance Company, Lynchburg, VA
GE Life and Annuity Assurance Company, Richmond, VA
General Electric Capital Assurance Company, Lynchburg, VA
Capital Brokerage Corporation, Stamford, CT***

Variable products issued by GE Life and Annuity Assurance Company

*Principal underwriter: Capital Brokerage Corporation (dba GE Capital Brokerage Corporation in MN, IN, NM and TX)
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