

July 24, 2009

## “Let’s Talk” Campaign Update

Not many people look forward to planning their long term care, or speaking with loved ones about what they envision and anticipate needing. Yet doing so is the only way to be fully prepared for the future. The “Let’s Talk” campaign, which launched June 3, is designed to help you help your clients and prospects initiate these all-important conversations. It also provides guidance on how you can become a trusted partner who truly cares about your clients’ and prospects’ overall needs.

Our key messages — that it’s important to begin these conversations, and sooner rather than later — are resonating. While it’s too early to quantitatively assess the impact on sales, we already have anecdotal evidence that producers are finding the “Let’s Talk” campaign approach helpful and productive. You’ll hear more about sales results in a future article.

In the meantime, here’s an update on results from the June public relations campaign for “Let’s Talk.”

The initial launch garnered more than 2.8 million media impressions between June 3 and July 6. Articles featuring Virginia Morris, our subject matter expert for “Let’s Talk”, appeared in online versions of the *Orange County Register*, *Bradenton Herald*, *Centre Daily Times*, *Deseret News*, *Modesto Bee*, *The News & Observer*, and *PlanAdviser.com*. Additionally, *SmartMoney* interviewed Ms. Morris for a potential future article.

The June PR launch is the foundation for our ongoing PR efforts with trade publications and a consumer-focused launch in the fall, when the popular press looks for family-oriented content.

---

Genworth Financial companies include:

**Genworth Life and Annuity Insurance Company**, Richmond, VA

**Genworth Life Insurance Company**, Lynchburg, VA

**Genworth Life Insurance Company of New York**, 666 Third Avenue, 9<sup>th</sup> Floor, New York, NY 10017

Only Genworth Life Insurance Company of New York is licensed in New York.

Variable products issued by Genworth Life and Annuity Insurance Company

and in New York by Genworth Life Insurance Company of New York.

Principal Underwriter: Capital Brokerage Corporation (dba Genworth Financial Brokerage Corporation in Indiana)

6620 West Broad Street, Building 2, Richmond, VA 23230, Member FINRA

With the PR campaign as the main driver of traffic to the “Let’s Talk” Web site, we’ve seen more than 5,500 visits as of July 15. The Planning for Long Term Care section has received the most visits within the site (12%). A video of Gigi Morris will be added to the site by the end of the month. The Web site will continue to evolve as the campaign expands beyond LTC to help producers and consumers talk about needs relating to retirement income and life insurance.

For more information about “Let’s Talk,” access the following resources:

- Visit our interactive Web site, [genworth.com/lets-talk](http://genworth.com/lets-talk).
- Review our [press release](#).
- Browse the [campaign tabloid](#)