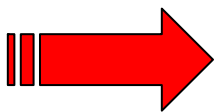




Secure Investment Bond



THREE IMPORTANT POINTS TO CONSIDER

1. The Rolling 12 month guarantee

The value of your clients initial investment is guaranteed within the fund on the 7th anniversary and every anniversary thereafter or death. Plus any annual bonus awarded by the fund will also be guaranteed within the fund and every anniversary thereafter.

12 year lows in equity markets are very rare events, we have had 3 in the last 100 years per the chart below including what has happened between 1997 and 2009.



3 in past 100 years ... bottom in 1974, 2 months off bottom in 1932

Source : Bloxham

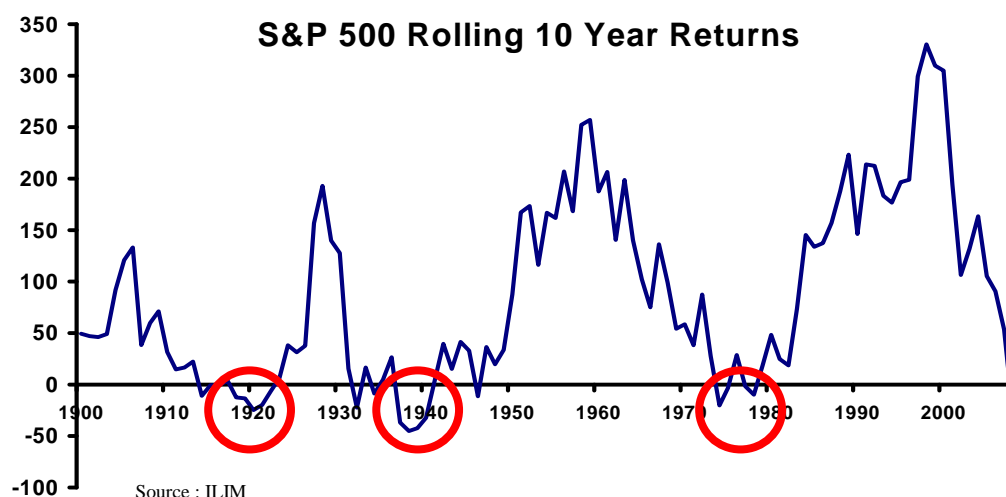
1. There are no products on the Irish market that give multiple date guarantees coupled with a guarantee every year going forward.
2. Pricing a similar product in the current environment would result in a management charge **significantly** higher than the AMC on SIBs.

Warning: Past performance is not a reliable guide to future performance. The value of your investment may go down as well as up.

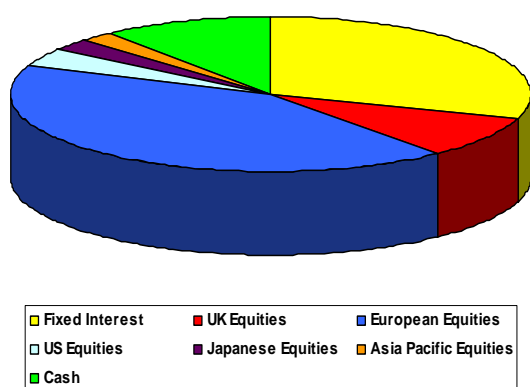
Irish Life Assurance plc is regulated by the Financial Regulator.

2. The Markets

Calling the bottom of the market is impossible (indeed investors don't know we have hit the bottom until after the event). However, history does appear to support the thesis that equity markets tend to move in 30 year cycles. Equity bull markets in the US have tended to begin every 30 years – the 1920s, 1950s and 1980s.



3. The Asset Mix



May 2009

Asset Class	Weight (%)
Fixed Interest	30
UK Equities	8.8
European Equities	42.3
US Equities	3.7
Japanese Equities	2.5
Asia Pacific Equities	2.1
Cash	10.6

With a 60% weighting towards global equities the Secure Investment Bond is well positioned to participate in any stock market recovery over the medium to long term.

Points to make

- Stock Markets are at historic lows
- Fund is positioned for a stock market recovery
- Why leave a fund which is positioned for a stock market recovery and has rolling 12 month guarantees

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