



AssuranceSelect 7SM
Fixed Indexed Annuity

Prepared For:
Valued Client

Prepared By:
Agent of Record
First Citizens Investor Services

, NC

May 23, 2012

Not FDIC or NCUSIF Insured - No Bank or Credit Union guarantee - Not insured by any Federal Government Agency

Not a Deposit - May Lose Value

S&P rating at October 31, 2011, "A+" is the fifth highest of 21 categories.

A.M. Best rating at March 29, 2012, "A (Excellent)" is third highest out of 16 categories. Rating does not apply to variable annuity subaccounts.

Great American Life Insurance Company

AssuranceSelect 7
Contract Form #P1080010NW
Fixed Indexed Annuity

Presented By: Agent of Record
Prepared For: Valued Client
Sex, Age: Male, 65

Planned Purchase Payment: \$100,000.00
Type of Funds: Non-Qualified

Values Projected on a Current Basis (Non-Guaranteed)

Strategy Selection

Declared Rate Strategy		Annual Point to Point		Monthly Averaging (With Cap)	
Planned Purchase Payment %	0%	Planned Purchase Payment %	100%	Planned Purchase Payment %	0%
Current Declared Interest Rate	1.50%	Cap	4.00%	Cap	4.25%
		Participation Rate	100.00%	Participation Rate	100.00%
		Index Factor	N/A	Index Factor	N/A

(Not complete without Guaranteed Values on subsequent pages)

End Of Year	Age	Declared Rate Strategy		Historical Index Strategy Scenario*								Total Contract Value				
				Annual Point to Point				Monthly Averaging (With Cap)								
		Purchase Payment	Value	Purchase Payment	S&P 500*** Annual Growth	Interest Rate	Value	Purchase Payment	S&P 500*** Annual Growth	Interest Rate	Value	Withdrawal	Income Rider Charge	Account Value	Surrender Value	Death Benefit
1	66	0	0	100,000	2.73%	2.73%	101,480	0	-0.65%	0.00%	0	0	1,250	101,480	93,247	101,480
2	67	0	0	0	9.52%	4.00%	104,164	0	5.67%	4.25%	0	0	1,375	104,164	96,643	104,164
3	68	0	0	0	-1.93%	0.00%	102,664	0	-2.61%	0.00%	0	0	1,500	102,664	96,207	102,664
4	69	0	0	0	32.25%	4.00%	105,146	0	19.50%	4.25%	0	0	1,625	105,146	99,453	105,146
5	70	0	0	0	23.85%	4.00%	107,602	0	11.62%	4.25%	0	0	1,750	107,602	102,747	107,602
6	71	0	0	0	22.89%	4.00%	110,031	0	17.23%	4.25%	0	0	1,875	110,031	106,060	110,031
7	72	0	0	0	37.44%	4.00%	112,432	0	18.82%	4.25%	0	0	2,000	112,432	109,389	112,432
8	73	0	0	0	13.04%	4.00%	114,804	0	5.27%	4.25%	0	0	2,125	114,804	114,804	114,804
9	74	0	0	0	-9.75%	0.00%	112,554	0	-1.03%	0.00%	0	0	2,250	112,554	112,554	112,554
10	75	0	0	0	-11.19%	0.00%	110,179	0	-9.25%	0.00%	0	0	2,375	110,179	110,462	110,462
11	76	0	0	0	-19.70%	0.00%	107,679	0	-15.34%	0.00%	0	0	2,500	107,679	111,567	111,567
12	77	0	0	0	20.94%	4.00%	109,486	0	5.21%	4.25%	0	0	2,500	109,486	112,683	112,683
13	78	0	0	0	5.73%	4.00%	111,366	0	1.08%	1.08%	0	0	2,500	111,366	113,809	113,809
14	79	0	0	0	8.76%	4.00%	113,320	0	2.64%	2.64%	0	0	2,500	113,320	114,947	114,947
15	80	0	0	0	9.45%	4.00%	115,353	0	1.99%	1.99%	0	0	2,500	115,353	116,097	116,097

*HISTORICAL CALCULATIONS - PAST PERFORMANCE DOES NOT GUARANTEE FUTURE RESULTS. The Historical Index Strategy Scenario illustrates how the Company would have determined the Indexed Interest Rate based on actual S&P 500 Index values from 01/09/1992 to 01/08/2007. The Standard & Poor's 500 Composite Price Stock Index values do not reflect dividends that may have been paid on any of the stocks included in the composite. Refer to disclosure pages for additional information on the Indexed Interest Rate

This is a Fixed Indexed Annuity. The non-guaranteed values illustrated are based on the Company's current non-guaranteed elements (current Declared Interest Rate, Participation Rate, Index Factor, Cap) are illustrated to continue unchanged for all years shown. This is not likely to occur, and actual results may be more or less favorable.

The Current Declared Interest Rate, Base Interest Rate, Participation Rate, Index Factor, and Cap with respect to an interest strategy are guaranteed for one year. The Guaranteed Minimum Declared Rate, Guaranteed Base Interest Rate, Guaranteed Participation Rate, Guaranteed Index Factor, and Guaranteed Cap used after the first year are guaranteed with respect to an interest strategy for the life of the contract.

Refer to Disclosure Page for definitions.

State premium taxes, if any, are charged against your annuity. Distributions (including withdrawals) are subject to taxation at the time of receipt. Distributions (including withdrawals) prior to age 59 1/2 may be subject to a 10% tax penalty. Tax laws are subject to varying interpretations and possible changes. For tax consequences or restrictions, please consult your independent qualified tax counsel.

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Great American Life Insurance Company, PO Box 5420, Cincinnati, OH 45202
1-800-854-3649

Great American Life Insurance Company

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Presented By: Agent of Record
Prepared For: Valued Client
Sex, Age: Male, 65

Planned Purchase Payment: \$100,000.00
Type of Funds: Non-Qualified

Values Projected on a Guaranteed Basis

Strategy Selection

Declared Rate Strategy		Annual Point to Point		Monthly Averaging (With Cap)	
Planned Purchase Payment %	0%	Planned Purchase Payment %	100%	Planned Purchase Payment %	0%
Guaranteed Minimum Declared Rate	1.00%	Indexed Interest Rate assumed to be	0%	Indexed Interest Rate assumed to be	0%
		Guaranteed Minimum Cap	1.00%	Guaranteed Minimum Cap	1.00%

End Of Year Age		Declared Rate Strategy		Historical Index Strategy Scenario*						Total Contract Value				
				Annual Point to Point			Monthly Averaging (With Cap)							
		Purchase Payment	Value	Purchase Payment	Interest Rate	Value	Purchase Payment	Interest Rate	Value	Withdrawal	Income Rider Charge	Account Value	Guaranteed Minimum Surrender Value	Death Benefit
1	66	0	0	100,000	0.00%	98,750	0	0.00%	0	0	1,250	98,750	92,113	98,750
2	67	0	0	0	0.00%	97,375	0	0.00%	0	0	1,375	97,375	94,220	97,375
3	68	0	0	0	0.00%	95,875	0	0.00%	0	0	1,500	95,875	96,319	96,319
4	69	0	0	0	0.00%	94,250	0	0.00%	0	0	1,625	94,250	98,405	98,405
5	70	0	0	0	0.00%	92,500	0	0.00%	0	0	1,750	92,500	100,476	100,476
6	71	0	0	0	0.00%	90,625	0	0.00%	0	0	1,875	90,625	102,527	102,527
7	72	0	0	0	0.00%	88,625	0	0.00%	0	0	2,000	88,625	104,555	104,555
8	73	0	0	0	0.00%	86,500	0	0.00%	0	0	2,125	86,500	108,286	108,286
9	74	0	0	0	0.00%	84,250	0	0.00%	0	0	2,250	84,250	109,369	109,369
10	75	0	0	0	0.00%	81,875	0	0.00%	0	0	2,375	81,875	110,462	110,462
11	76	0	0	0	0.00%	79,375	0	0.00%	0	0	2,500	79,375	111,567	111,567
12	77	0	0	0	0.00%	76,875	0	0.00%	0	0	2,500	76,875	112,683	112,683
13	78	0	0	0	0.00%	74,375	0	0.00%	0	0	2,500	74,375	113,809	113,809
14	79	0	0	0	0.00%	71,875	0	0.00%	0	0	2,500	71,875	114,947	114,947
15	80	0	0	0	0.00%	69,375	0	0.00%	0	0	2,500	69,375	116,097	116,097

*The values in the indexed interest strategies are assumed to grow at 0% while those in the declared rate strategy grow at the Guaranteed Minimum Declared Rate. This is a worst case scenario. The Current Declared Interest Rate, Base Interest Rate, Participation Rate, Index Factor, and Cap with respect to an interest strategy are guaranteed for one year. The Guaranteed Minimum Declared Rate, Guaranteed Base Interest Rate, Guaranteed Participation Rate, Guaranteed Index Factor, and Guaranteed Cap used after the first year are guaranteed with respect to an interest strategy for the life of the contract.

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****The Guaranteed Minimum Surrender Value is the minimum value guaranteed in the contract. Your contract will never drop below this amount regardless of changes in the S&P 500 Index.**

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The following four examples indicate how the currently available Indexed Strategies would operate under four different hypothetical representations of S&P 500 index performance. The scenarios assume a 100% participation rate to derive the indexed interest rate. The Annual Point to Point has a Cap of 4.00%. The Monthly Averaging (With Cap) has a Cap of 4.25%.

		Annual Point to Point	Monthly Averaging (With Cap)
Assume:	Floor:	0.00%	0.00%
	Participation Rate:	100.00%	100.00%
	Index Factor:	N/A	N/A
	Index Earnings Cap:	4.00%	4.25%
	Term:	1 Year	

	Example 1	Example 2	Example 3	Example 4
Month	The S&P 500 index rises steadily throughout the year	The S&P 500 index drops steadily throughout the year	The S&P 500 index stays level throughout the year	The S&P 500 index rises steadily and then drops in the year
0	1400.00	1400.00	1400.00	1400.00
1	1443.40	1249.50	1400.00	1449.00
2	1446.43	1248.25	1400.00	1485.23
3	1450.77	1248.13	1400.00	1537.21
4	1452.51	1241.89	1400.00	1560.27
5	1461.65	1179.79	1400.00	1568.07
6	1463.99	1178.67	1400.00	1568.85
7	1469.41	1168.06	1400.00	1513.94
8	1472.49	1158.13	1400.00	1477.61
9	1486.19	1065.48	1400.00	1474.06
10	1502.98	1062.50	1400.00	1468.16
11	1511.85	1061.73	1400.00	1452.90
12	1514.89	1012.89	1400.00	1422.33
Beginning Value	1400.00	1400.00	1400.00	1400.00
Daily Averaging Value	1463.00	1176.00	1400.00	1520.00
Monthly Averaging Value	1473.05	1156.25	1400.00	1498.13
Ending Value	1514.89	1012.89	1400.00	1422.33

Example 1 Example 2 Example 3 Example 4

Percentage Increase in the Index Value (Index Growth): $\text{Index Growth} = (A - \text{Beginning Value}) / \text{Beginning Value}$

Annual Point to Point	8.21%	-27.65%	0.00%	1.59%	where	A = Ending Value
Monthly Averaging (With Cap)	5.22%	-17.41%	0.00%	7.01%	where	A = Monthly Average Value

Indexed Interest Rate (IIR): $\text{IIR} = (\text{Index Growth} - \text{Index Factor}) * \text{Participation Rate}$ subject to a maximum cap and minimum base interest rate

Annual Point to Point	4.00%	0.00%	0.00%	1.59%
Monthly Averaging (With Cap)	4.25%	0.00%	0.00%	4.25%

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Strategy Selection

At the time of purchase you will select among an ***Indexed Strategy, Declared Rate Strategy or a combination of both.*** You will have an opportunity at the end of each Interest Strategy Period to change your selections and apply your Account Value to the interest strategies available at that time.

Declared Rate Strategy Value

A Declared Rate Strategy Value equals the amount applied to the Declared Rate Strategy, less any amounts withdrawn, including any early withdrawal charges deducted from those amounts, plus interest credited at the Declared Interest Rate, and less any applicable premium taxes and other taxes required by your state.

Declared Interest Rate

Interest is credited daily on amounts held under a Declared Rate Strategy based on the applicable declared interest rate. The current Declared Interest Rate will not change during the strategy's term and is guaranteed to never be below the Guaranteed Minimum Declared Rate for any subsequent terms.

Indexed Strategy Value

An Indexed Strategy Value equals the amount applied to the Indexed Strategy, less any amounts withdrawn, including any early withdrawal charges deducted from those amounts, plus interest credited at the Indexed Interest Rate, and less any applicable premium taxes and other taxes required by your state.

Account Value

The Account Value (AV) is equal to the sum of the Purchase Payment Account Value, the Declared Rate Strategy Value and the Indexed Strategy Value.

Surrender Value

The Surrender Value equals to the greater of the Account Value less any early withdrawal charges, or the Guaranteed Minimum Surrender Value.

Guaranteed Minimum Surrender Value (GMSV)

The GMSV is equal to 100% of the Purchase Payments, less all withdrawals and applicable early withdrawal charges, plus interest credited at the minimum guaranteed rate stated in the contract, less an amount equal to the early withdrawal charge rate multiplied by the Account Value.

Indexed Interest Rate

The Indexed Interest Rate is determined, in part, by the performance of the S&P 500 ®, and is credited only on the last day of each term. The Indexed Interest Rate formulas for currently available indexed strategies are as follows:

Indexed Interest Rate: $(\text{Index change} - \text{index spread}) \times 100\% \text{ participation rate, up to a cap (if any).}$

Index Change: The amount of change in the S&P 500 over a term. In the current indexed strategies, the index change is measured using your choice of an annual point-to-point method or monthly averaging method.

With the annual point-to-point method, the index change is the percentage by which the S&P 500 value on the last day of the strategy's term exceeds the S&P 500 value on the first day of the strategy's term.

With the monthly averaging method, the index change is the percentage by which the average of the previous 12 monthly S&P 500 values exceeds the S&P 500 value on the first day of the term.

Index Spread: A percentage that may be subtracted from the Index Change when computing the Indexed Interest Rate.

Participation Rate: A percentage of index change applied when determining the indexed interest rate.

Cap: The maximum indexed interest rate.

Floor: The minimum indexed interest rate is 0%.

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Early Withdrawal Charges

An early withdrawal charge is applied to full surrenders and withdrawals.

Contract Year	1	2	3	4	5	6	7	8+
Early Withdrawal Charge	9%	8%	7%	6%	5%	4%	3%	0%

Withdrawals

The minimum withdrawal amount is \$500. The minimum account balance is \$5,000.

Penalty-Free Withdrawals

During the first contract year, 10% of Purchase Payments may be withdrawn without an early withdrawal charge. After the first contract year, 10% of the sum of the Account Value as of the most recent contract anniversary and all purchase payments received since the most recent contract anniversary may be withdrawn without an early withdrawal charge.

Death Benefit

The greater of the Account value or the GMSV will be paid upon the death of the owner.

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This contract does not directly participate in any equity or debt investments. The product illustrated is designed for accumulation of funds for future needs or retirement. Only holding this product for a short period of time may not be in the Buyer's best interest.

This illustration is not intended as a complete discussion of this annuity contract. In order to obtain a complete understanding, please read your annuity contract carefully. This illustration is not intended to be a substitute for the annuity contract. The terms of the annuity contract are controlling in all cases.

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Income Sustainer PlusSM

End of Year	Age	Withdrawal	Total Withdrawal	Rider Charge	Base Benefit Amount	Lifetime Income	Account Value	5 Year Death Benefit	Lump Sum Death Benefit
1	66	0	0	1,250	110,000	6,160	101,480	101,480	101,480
2	67	0	0	1,375	120,000	6,840	104,164	104,164	104,164
3	68	0	0	1,500	130,000	7,540	102,664	102,664	102,664
4	69	0	0	1,625	140,000	8,260	105,146	105,146	105,146
5	70	0	0	1,750	150,000	9,000	107,602	107,602	107,602
6	71	0	0	1,875	160,000	9,760	110,031	160,000	135,015
7	72	0	0	2,000	170,000	10,540	112,432	170,000	141,216
8	73	0	0	2,125	180,000	11,340	114,804	180,000	147,402
9	74	0	0	2,250	190,000	12,160	112,554	190,000	151,277
10	75	0	0	2,375	200,000	13,000	110,179	200,000	155,090
11	76	0	0	2,500	200,000	13,200	107,679	200,000	153,840
12	77	0	0	2,500	200,000	13,400	109,486	200,000	154,743
13	78	0	0	2,500	200,000	13,600	111,366	200,000	155,683
14	79	0	0	2,500	200,000	13,800	113,320	200,000	156,660
15	80	0	0	2,500	200,000	14,000	115,353	200,000	157,677
16	81	0	0	2,500	200,000	14,200	112,853	200,000	156,427
17	82	0	0	2,500	200,000	14,400	110,353	200,000	155,177
18	83	0	0	2,500	200,000	14,600	112,267	200,000	156,134
19	84	0	0	2,500	200,000	14,800	114,258	200,000	157,129
20	85	0	0	2,500	200,000	15,000	112,581	200,000	156,290

The above simple illustration assumes you buy your annuity at the age illustrated and you make only the planned Purchase Payment and withdrawals illustrated. The Base Benefit Amount is reset whenever the illustrated Account Value is higher. While a reset could result in a higher charge, the illustration assumes the rider charge does not change for the entire illustration.

When we calculate the values in the columns labeled Living Benefit Amount, we assume the elected option's benefit is taken at the end of the year indicated. These values reflect the illustrated age for you (single lifetime benefit) and you and your spouse (joint lifetime benefit). Once you begin to take living benefits, the annual benefit is fixed and it will not increase with age, interest credits (rollup amounts) or resets.

Account values are shown for illustration purposes only and do not reflect actual market performance.

When we calculate the values in the columns labeled Death Benefit, we assume you die at the end of the year indicated and have not begun to take living benefits.

Refer to the attached Income Sustainer Plus rider disclosure page for more information. Please see the rider for a full explanation of its benefits, charges and limitations. The Income Sustainer rider is issued by Great American Life Insurance Company © (R6032810NW). Rider features, limitations and availability vary by state. Guarantees provided in this rider are subject to the claims-paying ability of Great American Life.

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IncomeSustainer PlusSM Rider (optional) - Rider Disclosure Page

The IncomeSustainer Plus is an optional Guaranteed Withdrawal and Death Benefit rider. You can add it to your contract when you buy your annuity. There is an additional charge for this rider. This rider enhances your annuity by allowing you to take certain guaranteed withdrawals over your lifetime or over the joint lifetimes of you and your spouse. These guaranteed withdrawals are known as "living benefits". Additionally, if you die after the fifth contract anniversary, the rider provides a guaranteed death benefit to your beneficiaries. The living benefit amount and the death benefit amount are both determined based on the Benefit Base Amount of your rider, which may be higher than the Account Value of your annuity.

Benefit Base Amount

The Benefit Base Amount starts with your Account Value on the rider effective date or on any later reset date. It is increased by subsequent Purchase Payments and fixed interest credits (rollup amounts). It is reduced if you take an Excess Withdrawal.

A rollup amount is added to the Benefit Base Amount at the end of each full contract year during the rollup period. A rollup period starts on the rider effective date or on any later reset date. Generally, the rollup period will end after 10 contract years. It may end earlier under certain circumstances. The rollup amount for any contract year is 10% of the Rollup Base amount. The Rollup Base Amount is generally the sum of all purchase payments received during the first contract year. The rollup amount cannot increase the Benefit Base Amount to more than 250% of the Rollup Base Amount.

If you take a withdrawal that is within the free withdrawal allowance of your contract or is a required minimum distribution for your contract, the rollup for the current year will be reduced by the amount of the withdrawal, but rollups for future years will not be affected. If you take a withdrawal that is larger than your free withdrawal allowance or required minimum distribution, then rollups will stop until you reset the Benefit Base Amount, and the Rollup Base Amount will be reduced if it is larger than the Account Value immediately after the withdrawal.

On any contract anniversary prior to the start of living benefits, you may elect to reset your Benefit Base Amount to the Account Value, if higher. By choosing to reset your Benefit Base Amount, a new rollup period may begin.

Living Benefits

You are eligible to begin taking living benefits at any time after one year. You must be at least age 55 (single lifetime benefit) or you and your spouse must be at least age 55 (joint lifetime benefit).

Once living benefits begin, the living benefit amount available to you at any time is equal to the Benefit Percentage multiplied by your current Benefit Base Amount and reduced by any prior living benefits taken during the current benefit year. If you chose a single lifetime benefit, your fixed Benefit Percentage is based on your age on the date living benefits are to begin. If you chose a joint lifetime benefit, your fixed Benefit Percentage is based on the age of you or your spouse, whichever is younger, on the date living benefits are to begin. The living benefit amount will never be less than any applicable required minimum distribution under federal tax law.

Living benefit payments reduce the Account Value. Even if living benefit payments reduce the Account Value to zero, the right to take living benefit payments continues until you die (single lifetime), or you and your spouse die (joint lifetime), or until the rider terminates.

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Rider Death Benefit

The basic Death Benefit amount under this rider is your Account Value plus 50% of the difference between the Death Benefit Base Amount and your Account Value. If you or your beneficiaries elect to have the death benefit paid for life or at least five years, then the Death Benefit Amount under this rider is your Account Value plus 100% of the difference between the Death Benefit Base Amount and your Account Value.

If a death benefit is due before living benefits begin, the Death Benefit Base Amount is equal to your Benefit Base Amount. If a death benefit is due after living benefits begin, the Death Benefit Base Amount is equal to your Benefit Base Amount on the date living benefits begin, reduced proportionally to the reduction in your Account Value on account of each living benefit payment or other withdrawal. Both living benefit payments and Excess Withdrawals may have a significant negative impact on your rider death benefits.

The death benefit under this rider replaces the death benefit under your annuity, but it will never be less than the benefit otherwise payable under your annuity.

Excess Withdrawals

The Benefit Base Amount will be reduced if you take an Excess Withdrawal from your annuity. The reduction for an Excess Withdrawal is proportional to the reduction in your Account Value. Every withdrawal from your annuity is an Excess Withdrawal unless it is a living benefit payment. An Excess Withdrawal may have a significant negative impact on the benefits of your rider. You may pay ordinary income taxes on withdrawals and a 10% federal penalty tax on withdrawals before age 59 ½. The rider and all rights under it will end if you take an Excess Withdrawal that reduces the Benefit Base Amount below \$1,250.

Rider Charge

There is an annual charge for this rider. The current rider charge is a percentage of the current Benefit Base Amount. The rider charge may increase if you elect a reset. The rider charge may increase if you elect a reset.

Rider Termination

The rider will terminate on your written request. It will terminate on transfer or assignment of the annuity contract (with certain limited exceptions). It will terminate upon an Excess Withdrawal that reduces the Account Value below \$1,250. It will terminate on surrender or annuitization of the annuity contract. It will terminate upon a death that gives rise to a death benefit under the annuity contract, unless a spouse becomes successor owner before lifetime benefits begin, a spouse becomes successor owner after joint lifetime benefits begin, or a death benefit is payable under the rider.

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