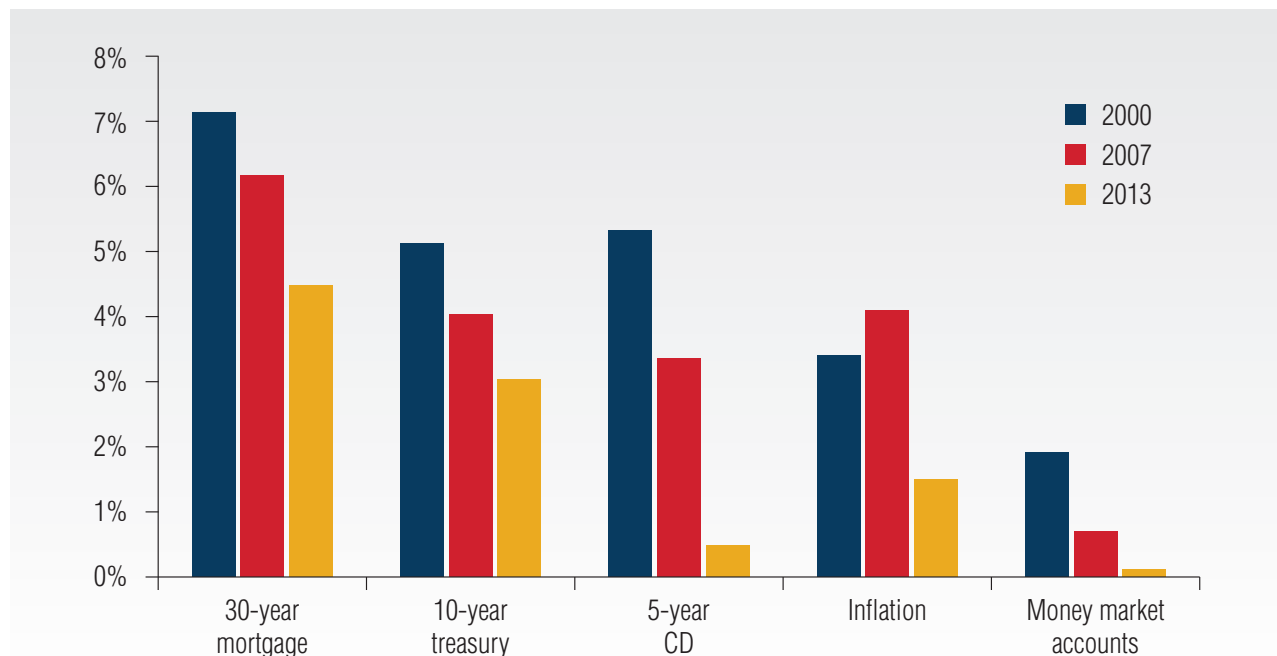


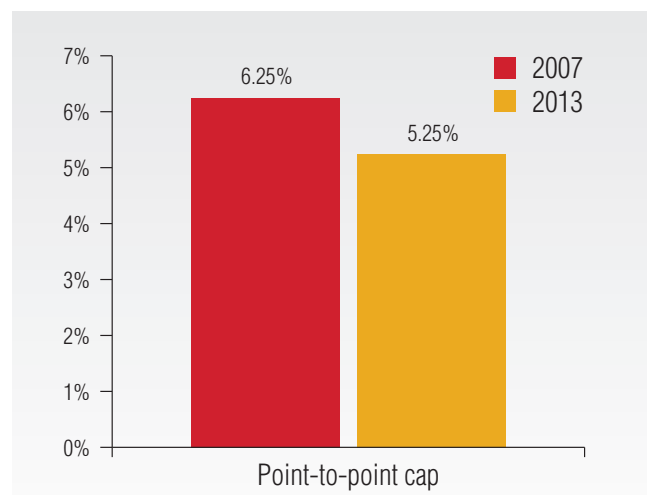
Putting Interest Rates Into Perspective

Give your clients a new perspective by looking at current and historical interest and inflation rates. It's easy to see that when one rate goes down, the others typically follow. While lower mortgage and inflation rates may sound good, this also means lower returns for common products such as CDs and money market accounts. These lower returns might have your clients looking for an alternative product to help grow their retirement accounts.



A Great American Life® fixed-indexed annuity protects from loss while providing the opportunity for earning interest at a rate that may be higher than rates offered by other retirement products. You can see that, while the cap for one point-to-point indexed strategy offered by Great American Life dropped slightly from 2007 to 2013, clients still had the opportunity to earn up to **5.25%**!

These potentially higher returns can help your clients accumulate more for retirement while providing peace of mind knowing their annuity account value is protected from loss.



Caps shown are renewal caps for a term of an annual point-to-point indexed strategy in a Great American Life fixed-indexed annuity, which was not available in 2000. The indexed interest rate for a strategy for a term will never be higher than the cap for that term.

All rates are as of the end of the years shown in the chart.

30-year mortgage: Fixed 30-year conventional home mortgage interest rates. www.mortgage-x.com (Historical Mortgage Rate Data).

10-year treasury: 10-Year Treasury Constant Maturity rates. <http://www.treasury.gov/resource-center/data-chart-center/interest-rates/Pages/TextView.aspx?data=yield> (Daily Treasury Yield Curve Rates).

5-year CD: www.research.stlouisfed.org/fred2 (5-Year CD: National Rate of Banks).

Inflation: Rates of inflation calculated using the current Consumer Price Index published monthly by the Bureau of Labor Statistics. www.coinnews.net (U.S. Inflation Calculator—Historical Inflation Rates: 1914–2014).

Money market accounts: www.research.stlouisfed.org/fred2 (Money Market Accounts: National Rate of Banks).

Each term of each indexed strategy of each fixed-indexed product has its own cap. A strategy's cap may vary from term to term. The caps set out in the chart are historical caps that applied to the American Legend II annuity, which is no longer available. From 2003 to 2013, the actual caps for indexed strategies offered with Great American Life annuities ranged from 3.25% to 10%. For current caps for the indexed strategies now offered with our fixed-indexed products, see the current interest rate chart on www.GAAnnuity.com.

Amounts allocated to an indexed strategy earn indexed interest, which is determined in part by the change in an external index, interest rate, price or unit value. The indexed interest rate for a term will never be higher than the cap for that term or lower than 0%, but an indexed strategy may earn no interest for that term. The annuity account value cannot go down unless your client withdraws money or surrenders the annuity during the early withdrawal charge period or purchases an optional rider for which there is an annual rider charge.

Products issued by Great American Life Insurance Company®, member of Great American Insurance Group, Cincinnati OH. **All guarantees are backed by the claims-paying ability of Great American Life.**

Not FDIC or NCUSIF Insured • No Bank or Credit Union Guarantee •
Not Insured by any Federal Government Agency • Not a Deposit • May Lose Value