



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		S&P 500*** Annual Growth		Interest Rate		Value		S&P 500*** Annual Growth		Interest Rate		Value		Withdrawal	Income Rider Charge	Account Value
1	66	0	0	100,000	2.73%	2.73%	101,880	0	-0.65%	0.00%	0	0	850	101,880	93,611	101,880				
2	67	0	0	0	9.52%	4.00%	105,020	0	5.67%	4.25%	0	0	935	105,020	97,434	105,020				
3	68	0	0	0	-1.93%	0.00%	104,000	0	-2.61%	0.00%	0	0	1,020	104,000	97,455	104,000				
4	69	0	0	0	32.25%	4.00%	107,055	0	19.50%	4.25%	0	0	1,105	107,055	101,256	107,055				
5	70	0	0	0	23.85%	4.00%	110,147	0	11.62%	4.25%	0	0	1,190	110,147	105,175	110,147				
6	71	0	0	0	22.89%	4.00%	113,278	0	17.23%	4.25%	0	0	1,275	113,278	109,188	113,278				
7	72	0	0	0	37.44%	4.00%	116,449	0	18.82%	4.25%	0	0	1,360	116,449	113,296	116,449				
8	73	0	0	0	13.04%	4.00%	119,662	0	5.27%	4.25%	0	0	1,445	119,662	119,662	119,662				
9	74	0	0	0	-9.75%	0.00%	118,132	0	-1.03%	0.00%	0	0	1,530	118,132	118,132	118,132				
10	75	0	0	0	-11.19%	0.00%	116,517	0	-9.25%	0.00%	0	0	1,615	116,517	116,517	116,517				
11	76	0	0	0	-19.70%	0.00%	101,702	0	-15.34%	0.00%	0	13,200	1,615	101,702	101,702	101,702				
12	77	0	0	0	20.94%	4.00%	90,956	0	5.21%	4.25%	0	13,200	1,615	90,956	90,956	90,956				
13	78	0	0	0	5.73%	4.00%	79,779	0	1.08%	1.08%	0	13,200	1,615	79,779	79,779	79,779				
14	79	0	0	0	8.76%	4.00%	68,155	0	2.64%	2.64%	0	13,200	1,615	68,155	68,155	68,155				
15	80	0	0	0	9.45%	4.00%	56,066	0	1.99%	1.99%	0	13,200	1,615	56,066	56,066	56,066				

*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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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%	99,150	0	0.00%	0	0	850	99,150	92,077	99,150
2	67	0	0	0	0.00%	98,215	0	0.00%	0	0	935	98,215	94,153	98,215
3	68	0	0	0	0.00%	97,195	0	0.00%	0	0	1,020	97,195	96,226	97,195
4	69	0	0	0	0.00%	96,090	0	0.00%	0	0	1,105	96,090	98,295	98,295
5	70	0	0	0	0.00%	94,900	0	0.00%	0	0	1,190	94,900	100,356	100,356
6	71	0	0	0	0.00%	93,625	0	0.00%	0	0	1,275	93,625	102,407	102,407
7	72	0	0	0	0.00%	92,265	0	0.00%	0	0	1,360	92,265	104,446	104,446
8	73	0	0	0	0.00%	90,820	0	0.00%	0	0	1,445	90,820	108,286	108,286
9	74	0	0	0	0.00%	89,290	0	0.00%	0	0	1,530	89,290	109,369	109,369
10	75	0	0	0	0.00%	87,675	0	0.00%	0	0	1,615	87,675	110,462	110,462
11	76	0	0	0	0.00%	72,860	0	0.00%	0	13,200	1,615	72,860	98,367	98,367
12	77	0	0	0	0.00%	58,045	0	0.00%	0	13,200	1,615	58,045	86,151	86,151
13	78	0	0	0	0.00%	43,230	0	0.00%	0	13,200	1,615	43,230	73,812	73,812
14	79	0	0	0	0.00%	28,415	0	0.00%	0	13,200	1,615	28,415	61,350	61,350
15	80	0	0	0	0.00%	13,600	0	0.00%	0	13,200	1,615	13,600	48,764	48,764

*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: $(\text{Index change} - \text{index spread}) \times 100\%$ 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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IncomeSecureSM

End of Year	Age	Rider Charge	Withdrawal	Benefit Base Amount	Lifetime Income	Account Value	Additional Death Benefit	Death Benefit
1	66	850	0	110,000	6,160	101,880	850	102,730
2	67	935	0	120,000	6,840	105,020	1,785	106,805
3	68	1,020	0	130,000	7,540	104,000	2,805	106,805
4	69	1,105	0	140,000	8,260	107,055	3,910	110,965
5	70	1,190	0	150,000	9,000	110,147	5,100	115,247
6	71	1,275	0	160,000	9,760	113,278	6,375	119,653
7	72	1,360	0	170,000	10,540	116,449	7,735	124,184
8	73	1,445	0	180,000	11,340	119,662	9,180	128,842
9	74	1,530	0	190,000	12,160	118,132	10,710	128,842
10	75	1,615	0	200,000	13,000	116,517	12,325	128,842
11	76	1,615	13,200	200,000	0	101,702	0	101,702
12	77	1,615	13,200	200,000	0	90,956	0	90,956
13	78	1,615	13,200	200,000	0	79,779	0	79,779
14	79	1,615	13,200	200,000	0	68,155	0	68,155
15	80	1,615	13,200	200,000	0	56,066	0	56,066
16	81	1,615	13,200	200,000	0	41,251	0	41,251
17	82	1,615	13,200	200,000	0	26,436	0	26,436
18	83	1,615	13,200	200,000	0	12,679	0	12,679
19	84	1,615	13,200	200,000	0	0	0	0
20	85	0	13,200	200,000	0	0	0	0

The above illustration is a simple illustration that assumes you buy your annuity at the age illustrated, you make only the illustrated single Purchase Payment, you take no withdrawals, and you do not reset the Benefit Base Amount.

When we calculate the values in the column(s) labeled Lifetime Income, we assume you elect the indicated option and you begin the rider Benefit phase at the end of the year indicated. Once lifetime income payments start, the annual benefit is fixed and it will not increase with age, interest credits (rollup amounts) or resets.

When we calculate the values in the column labeled Additional Death Benefit, we assume you die at the end of the year indicated, the rider Benefit phase has not yet begun, and rider charges have been incurred at the current rate.

Refer to the attached IncomeSecure rider disclosure page for more information. Please see the rider for a full explanation of its benefits, charges and limitations. The IncomeSecure rider is issued by Great American Life Insurance Company (R6036711NW). Rider features, limitations and availability vary by state. Guarantees provided in this rider are subject to the claims-paying ability of the issuing insurance company.

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IncomeSecureSM Rider (optional) - Rider Disclosure Page

The IncomeSecure is an optional Guaranteed Withdrawal Benefit Rider. You can add it to your contract when you buy your annuity. There is an additional charge for this rider. The rider enhances your annuity by allowing you to take withdrawals under one of two payment streams: single life payments or joint lifetime payments. The amount of your Benefit is determined by the Benefit Base Amount and the Benefit Percentage. You are eligible to begin the Benefit phase at any time. You (single) or both you and your spouse (joint) must be at least 55 when the Benefit phase begins.

Benefit Base Amount

On the rider effective date, the Benefit Base Amount is equal to your Account Value. During the accumulation phase, the Benefit Base Amount is increased by interest credits (rollup amounts).

A rollup amount is added to the Benefit Base Amount at the end of each rider year during the 10-year rollup period. Each rollup amount is 10% of the sum of the Account Value at the beginning of the rollup period plus any Purchase Payments received since. Rollups cannot increase the Benefit Base Amount more than the rollup cap of 250%.

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

Benefit Percentage

For the single lifetime option, the Benefit Percentage is tied to your age on the Benefit Start Date. For the joint lifetime option, the Benefit Percentage is tied to the age of the younger of you or your spouse on the Benefit Start Date.

Benefit Amount

The Benefit amount available to be taken within a Benefit Year is equal to the Benefit Base Amount multiplied by the Benefit Percentage. The Benefit amount will never be less than any applicable required minimum distribution under federal tax law. Benefit payments reduce the Account Value. Even if Benefit payments reduce the Account Value to zero, the right to take Benefit payments continues until you die (single), you and your spouse die (joint), or the rider terminates.

Effect of Withdrawals

Withdrawals may be taken during any phase of the contract, but account value, rollups and benefit base amount may be affected. The Benefit Base Amount will be reduced for any withdrawals taken before income payments begin as well as those above the payment amount once income payments have begun. This rider uses a proportionality concept. If a withdrawal is taken, other than to pay rider charges or to use as an income payout amount, the Benefit Base Amount will be reduced by the same percentage. In addition, if you take a withdrawal, an early withdrawal charge may apply. You may pay ordinary income taxes on withdrawals and a 10% federal penalty tax on withdrawals before age 59½.

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.

Refund of Rider Charges

If you die before the Benefit phase begins, all rider charges will be refunded and added to the annuity contract death benefit payable to your beneficiaries.

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 joint lifetime or fixed percentage payments are being made and your spouse becomes successor owner.

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