The Power Of Protection

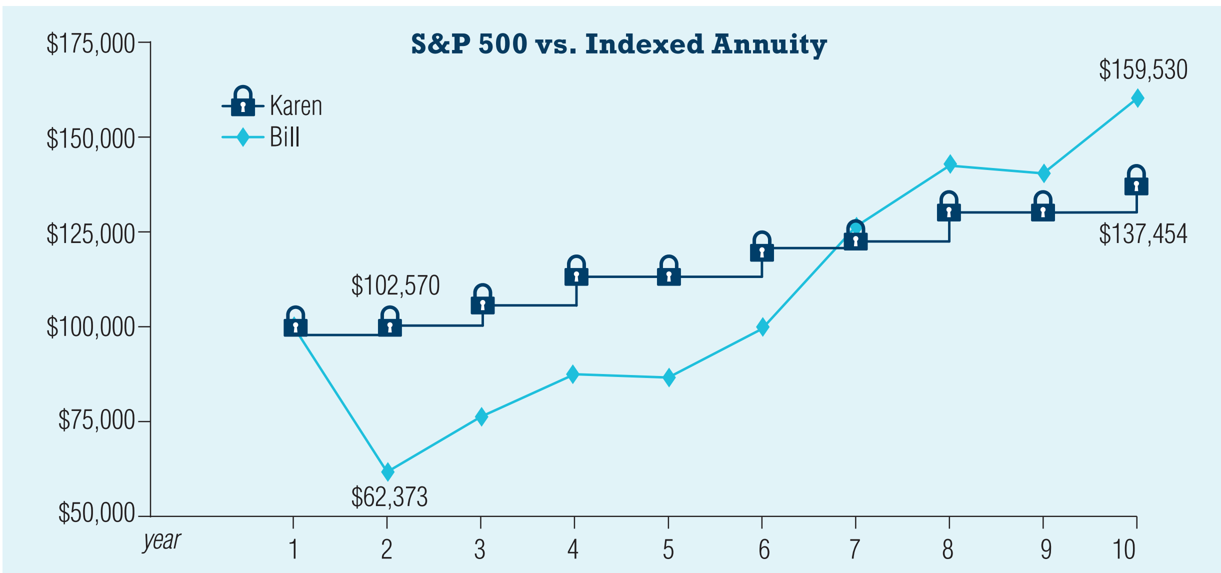
with an indexed annuity

GREAT AMERICAN INSURANCE GROUP | Annuities

With an indexed annuity, you can take advantage of potential market growth, without the worry of losing your money if the market declines. Additionally, any interest credited to your account value is locked in at the end of each one-year term and cannot be lost due to future market performance.

The story of Bill and Karen

Bill invested his $100,000 IRA in stocks that make up the S&P 500® Index, while **Karen** purchased an indexed annuity with a purchase payment of $100,000. Over a 10-year period, both Bill and Karen faced a dramatic market. However, Karen's purchase payment and previously credited interest remained protected, and her account value never dropped below **$100,000**. Conversely, the value of Bill's investment dropped as low as **$62,373** and took the next four years to recover, because his investment didn't offer downside protection.



This example is not a comprehensive example of how an indexed annuity credits interest. Ask your financial professional for a complete description of how an indexed annuity and its indexed strategies work.

While past performance does not guarantee future results, with an indexed annuity, you can be certain that your money will be protected against loss if you hold your annuity through the early withdrawal charge period.

This graph illustrates historical performance of the S&P 500® across 10 years, excluding dividends paid on the stocks included in the index. The hypothetical indexed annuity in this example uses the S&P 500® annual point-to-point index method with terms beginning on December 20 to calculate the indexed interest rate for each term. For purposes of this example a 5.0% cap, 0% index spread, 100% participation rate and one-year term is applied for all terms in the period. However, during the illustrated period, the actual caps that we applied to our indexed annuities varied from term to term and ranged from 3.25% to 10%. Caps, spreads, participation rates and terms are subject to change. Caps and participation rates may be as low as 1% for future issues. If Karen's contract had a 1% cap, her account value would have been $107,214 at the end of contract year 10. Indexed interest is credited only on amounts held for the entire term. Terms start on the 6th and 20th of each month. A different term start date would affect the performance of the hypothetical indexed annuity and result in higher or lower account values than those shown in this example. The term for a purchase payment begins on the next start date after we receive that purchase payment. This example assumes no money is withdrawn from the annuity. Early withdrawal charges will apply if money is withdrawn during the early withdrawal charge period. See the disclosure document for the early withdrawal charge schedule.

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When you buy an indexed annuity, you own an insurance contract. You are not buying shares of any stock or index. For purposes of this example, Bill's account is assumed to be an IRA so that the dividends, gains and losses over the period of comparison are tax-deferred. For most stock investments outside of a retirement plan, dividends are subject to income tax at capital gains rates when paid, and long term capital gains are subject to income tax at capital gains rates when the stock is sold. For annuity contracts, income earned on the contract is subject to income tax as ordinary income when withdrawn. If you are under age 59½, the taxable amount may also be subject to a 10% federal penalty tax. Generally income tax rates on ordinary income are higher than capital gains tax rates on long-term capital gains and qualified dividend income.

This information is not intended or written to be used as legal or tax advice. It was written solely to support the sale of annuity products. You should seek advice on legal or tax questions based on your particular circumstances from an independent attorney or tax advisor.

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