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GAIG.com

At Great American Life®, we sincerely value our relationship with you and appreciate your business. With your help, we continue to be a leader in the Broker/Dealer fixed annuity space and are looking forward to an exciting 2018! We want to take the opportunity to remind you of the revenue and partnership available at Great American Life.

Enclosed you will find the brochure for the 2018 Broker/Dealer Marketing Initiative. As a top provider of fixed-indexed annuities, we offer the annuity products and suite of riders that can help clients reach their retirement goals.

If your firm's registered representatives produce \$25 million in qualifying paid single premium with Great American in 2018, you'll earn 25 basis points for every dollar, going back to dollar one! The allowance is paid quarterly based on annualized qualifying premium. Please refer to the enclosed brochure for qualifying products.

The Broker/Dealer Compensation Program will help you:

- Generate additional revenue for your firm
- Track and account for your representatives' annuity business, even if your firm considers fixed annuities as Outside Business Activities (OBA)
- Offer order entry systems and receive data feeds relevant to helping you grow and manage your business

This Marketing Initiative, along with the established Broker/Dealer compensation level, should replace any existing compensation arrangement regarding Great American premium that you may have with Independent Marketing Organizations.

Above all, we want to thank you for your continued business with Great American. Please see the enclosed brochure for complete marketing initiative information. If you have any questions, please feel free to give us a call.

Best wishes to you and yours for a successful 2018!

Sincerely,

Tim Minard
Chief Distribution Officer

Joe Maringer
National Sales Vice President

Tony Compton
VP, Broker/Dealer & RIA Sales

Our subsidiaries include:

Great American Life Insurance Company®
Annuity Investors Life Insurance Company®