

Annual Point to Point Participation Rate Index Interest Strategy

An Opportunity for Greater Potential Returns

The Keystone Index™ 7 Annuity



When it comes to Fixed Indexed Annuities, insurance professionals and their clients have a multitude of index interest crediting strategies and alternative indices to choose from. At Reliance Standard, we try to keep life simple by using one widely recognized equity index, the S&P 500^{®1}, and simple index interest crediting strategies.

All index interest strategies offer the opportunity for interest earnings above and beyond that of traditional fixed annuities or other short term fixed income alternatives. Different types of index interest strategies will produce different returns, depending on the performance of the S&P 500^{®1} index over each contract year.

The Annual Point to Point Participation Rate strategy offers the potential for greater interest earnings than many other index interest strategies. With the participation rate strategy, the interest earnings for a contract year are equal to the positive change for the S&P 500^{®1} index multiplied by a participation rate. With a cap rate strategy, the interest earnings for a contract year are equal to the positive change for the S&P 500^{®1}, up to the cap rate. During a contract year when the S&P 500^{®1} index has a high return, the interest credited will typically be higher using the participation rate strategy than it would be using a cap rate strategy.

The chart to the right shows the historical performance of the participation rate and cap rate annual point to point index interest strategies using Reliance Standard's current participation rate and cap rate. As shown in the chart, the participation rate strategy would have provided a competitive return over the last 5, 10, 15 and 20 year periods and illustrates the greater interest earnings the participation rate strategy would have earned.

Projection of Values for					
Single Premium - January 1, 1995					
Year Ending	S&P 500 ^{®1} Index Annual Return	Participation Rate:		Cap Rate:	
		Index Interest	Annuity Value	Index Interest	Annuity Value

Compound Annual Return		
Year Ending	Participation Rate:	Cap Rate:
	Index Interest	Index Interest
Last 5 Years		
Last 10 Years		
Last 15 Years		
Last 20 Years		

As with any historical illustration, past performance does not indicate or provide any guarantee or assurance of future results. Economic conditions and financial market performance can and do vary significantly over time. While the participation and cap rates utilized in this illustration consist of Reliance Standard's current rates, they do not represent the rates that were actually in effect during the period illustrated. Reliance Standard has the right to adjust participation and cap rates on an annual basis; accordingly, there is no guarantee that the rates utilized in the illustration will apply in future periods. Rates current as of _____ and are subject to change.

RELIANCE STANDARD
LIFE INSURANCE COMPANY
A MEMBER OF THE TOKIO MARINE GROUP

Home Office: Schaumburg, Illinois
Administrative Office: 2001 Market St. Suite 1500
Philadelphia, Pennsylvania 19103 • (800) 351.7500
www.reliancestandard.com

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NO BANK GUARANTEE	NOT A DEPOSIT	MAY LOSE VALUE

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