

## U.S. Individual Annuity Sales

**1<sup>st</sup> Quarter 2010**  
**(\$ in thousands)**

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Prudential Annuities	5,088,228	Prudential Annuities	4,866,635	New York Life	1,826,496
2	MetLife	4,703,631	MetLife	4,036,252	AIG Companies	1,761,441
3	Jackson National Life	3,898,520	TIAA-CREF	3,433,029	Allianz Life	1,465,118
4	TIAA-CREF	3,433,029	Jackson National Life	3,134,067	AVIVA	1,184,976
5	AIG Companies	3,145,839	Lincoln Financial Group	2,044,028	American Equity Investment Life	846,831
6	Lincoln Financial Group	2,698,441	AXA Equitable	1,477,400	Jackson National Life	764,453
7	New York Life	2,318,278	AIG Companies	1,384,398	MetLife	667,379
8	Allianz Life	2,161,898	ING	1,195,340	Lincoln Financial Group	654,413
9	ING	1,783,662	RiverSource Life Insurance	1,182,211	ING	588,322
10	AXA Equitable	1,492,412	Nationwide Life	1,055,700	Midland National	481,553
11	RiverSource Life Insurance	1,394,476	Sun Life Financial	839,527	Symetra Financial	442,858
12	Nationwide Life	1,190,200	AEGON USA	794,029	Western Southern Group	420,811
13	AVIVA	1,184,976	Pacific Life	747,503	USAA Life	380,798
14	Pacific Life	1,061,918	John Hancock	700,884	Principal Life Insurance Company	371,651
15	John Hancock	1,039,862	Allianz Life	696,780	Great American	351,213
16	AEGON USA	945,400	Thrivent Financial for Lutherans	503,465	North American Company for Life and Health	348,269
17	Sun Life Financial	902,885	New York Life	491,782	John Hancock	338,978
18	American Equity Investment Life	846,831	Hartford Life	454,367	Massachusetts Mutual Life	314,421
19	Thrivent Financial for Lutherans	788,540	Fidelity Investments Life	377,119	Pacific Life	314,415
20	Hartford Life	662,235	Protective Life	349,936	National Life Group	302,612
	<b>Top 20</b>	<b>40,741,261</b>		<b>29,764,452</b>		<b>13,827,008</b>
	<b>Total industry</b>	<b>51,400,000</b>		<b>32,400,000</b>		<b>19,000,000</b>
	<b>Top 20 share</b>	<b>79%</b>		<b>92%</b>		<b>73%</b>

Source: *U.S. Individual Annuities*, LIMRA International