

U.S. Individual Annuity Sales

3rd Quarter 2010 YTD
(\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Prudential Annuities	16,773,648	Prudential Annuities	15,555,464	New York Life	5,290,096
2	MetLife	15,107,350	MetLife	13,170,910	Allianz Life of North America	5,116,003
3	Jackson National Life	12,786,908	Jackson National Life	10,478,125	AIG Companies	4,856,431
4	TIAA-CREF	10,352,054	TIAA-CREF	10,352,054	AVIVA	4,444,885
5	AIG Companies	9,410,120	Lincoln Financial Group	6,591,872	American Equity Investment Life	3,114,158
6	Lincoln Financial Group	9,354,742	AXA Equitable	4,663,552	Lincoln Financial Group	2,762,870
7	Allianz Life of North America	7,410,072	AIG Companies	4,553,690	Jackson National Life	2,308,782
8	New York Life	6,717,623	RiverSource Life Insurance	4,325,274	MetLife	1,936,440
9	ING	5,067,301	Nationwide Financial	3,648,900	ING	1,889,153
10	RiverSource Life Insurance	4,937,700	ING	3,178,148	Great American	1,560,065
11	AXA Equitable	4,722,036	AEGON USA	2,749,858	Symetra Financial	1,467,944
12	AVIVA	4,444,885	Sun Life Financial	2,526,546	Midland National	1,451,794
13	Nationwide Financial	4,053,300	Allianz Life of North America	2,294,069	Western Southern Group	1,355,439
14	Pacific Life	3,292,976	Pacific Life	2,077,213	North American Company for Life and Health	1,327,355
15	AEGON USA	3,115,124	John Hancock	2,045,835	USAA Life	1,239,586
16	American Equity Investment Life	3,114,158	Thrivent Financial for Lutherans	1,464,719	Prudential Annuities	1,218,183
17	John Hancock	2,935,592	New York Life	1,427,527	Pacific Life	1,215,763
18	Sun Life Financial	2,636,160	Protective Life	1,199,165	American National Life	1,133,040
19	Thrivent Financial for Lutherans	2,291,308	Fidelity Investments Life	1,163,894	National Life Group	963,202
20	Protective Life	1,982,273	Hartford Life	1,136,966	Old Mutual Financial Network	920,753
	Top 20	130,505,330		94,603,782		45,571,942
	Total industry	164,530,000		102,830,000		61,700,000
	Top 20 share	79%		92%		74%

Source: U.S. Individual Annuities Sales Survey, LIMRA