



INTEGRITY STRENGTH INNOVATION



EquiTrust[®]
Life Insurance Company



You know where you're going, and we can help you get there.

Just as the world continues to change and grow, EquiTrust Life Insurance Company® remains in motion. We're dedicated to providing you with new financial ideas to help meet your specific needs. And we do it all by standing true to our principles and offering the integrity you look for in an insurance company.

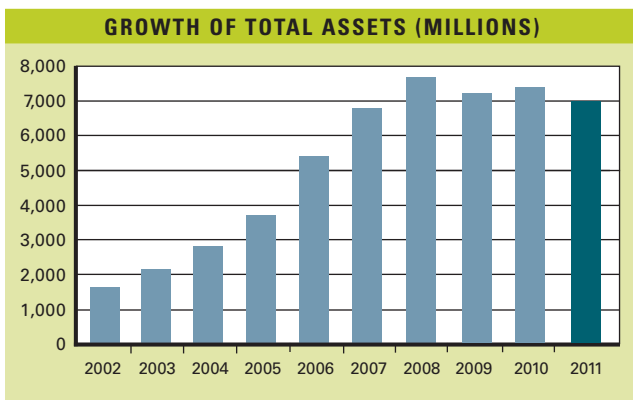
A Name You Can Trust

As you invest in your future and plan for long-term financial security, you look to a name you can trust. And when you're searching for a company that demonstrates integrity, strength and innovation – one that can help you meet your financial objectives – look no further than EquiTrust Life Insurance Company. We put you first.

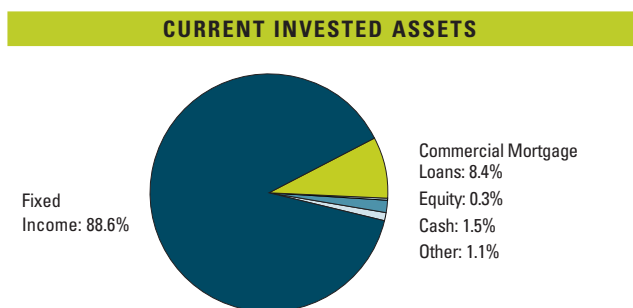
After 15 years of operation, we started 2012 as the newest subsidiary of Guggenheim Partners, LLC. Guggenheim is a global, privately held, diversified financial services firm with over \$125 billion in assets under management. Headquartered in New York and Chicago, Guggenheim provides investment management, investment banking, capital markets services, insurance, institutional finance and investment advisory services.

Financial Highlights

EquiTrust Life's investment strategies are anchored by a disciplined and diversified management style. The strength and success of our portfolio is evidence of our proficiency in the investment industry.



Since its inception, EquiTrust Life Insurance Company's total assets have increased from \$8 million to more than \$7 billion¹ at year end.



EquiTrust Life's invested asset portfolio provides the company with liquidity and income, and has increased steadily. The chart above shows a breakdown of our invested assets as of December 31, 2011.

The fixed-income portion of the portfolio is made up of U.S. Government bonds, structured products and corporate bonds. Of this, 93% is investment grade.

Capital Strength

EquiTrust is committed to meeting the financial obligations of our customers. The guarantees associated with our products are backed by our financial strength, and ability to pay our claims. Our goal is to be well capitalized through a range of economic scenarios, including prolonged downturns. Based on capital standards closely watched by insurance-industry regulators, EquiTrust Life is strongly capitalized and well positioned to fulfill our promises to our customers.

Company Solvency

Our solvency ratio is strong – now \$106.44.² The solvency ratio expresses financial soundness and a company's ability to meet policy obligations as they come due. Liquid assets (bonds, stocks, cash and short-term investments) divided by each \$100 in liabilities (excluding separate account liabilities) result in a solvency ratio, expressed as a dollar figure. The higher the ratio, the stronger the company's position to cover unforeseen emergency cash requirements.

Company Ratings

Based on its financial strength, EquiTrust Life has been awarded high marks by leading sources of insurer ratings.

EQUITRUST LIFE INSURANCE COMPANY RATING

Standard & Poor's³	BBB+ (Good)
A.M. Best Company⁴	B+ (Good)

The ratings reflect current independent opinions of the Company's financial capacity to meet the obligations of its insurance policies and contracts. They are based on quantitative and qualitative evaluations of EquiTrust Life and its management strategy.

We're Ready When You Are

You can rest assured that our service to you will be prompt, fair, reliable and accurate. We take pride in our responsiveness and our dedication to offering products and services that help meet your changing financial needs and objectives.

EquiTrust Life is here for you. Because you know where you're going, and it's our job to help you get there.



EquiTrust Life Insurance Company

7100 Westown Pkwy Suite 200
West Des Moines, IA 50266-2521

¹ Assets as of December 31, 2011, on a statutory basis.

² Solvency ratio as of December 31, 2011.

³ Standard & Poor's Rating Services "BBB+" (Good) rating as of October, 2011. Standard & Poor's has eight financial strength ratings assigned to solvent insurance companies: AAA (Extremely Strong), AA (Very Strong), A (Strong), BBB (Good), BB (Marginal), B (Weak), CCC (Very Weak), CC (Extremely Weak). Plus (+) or minus (-) modifiers show the relative standing within the categories from AA to CCC.

⁴ A.M. Best "B+" (Good) rating as of October 18, 2011. A.M. Best has 13 active-company insurance company ratings and reflect the current and independent opinion of a company's ability to meet its obligations to policyholders, and are derived by evaluating a company's balance sheet strength, operating performance and business profile. A "B+" rating is the sixth highest of the active-company ratings. The A.M. Best rating scale is A++ (Superior), A+ (Superior), A (Excellent), A- (Excellent), B++ (Very Good), B+ (Very Good), B (Adequate), B- (Adequate), C++ (Fair), C+ (Fair), C (Marginal), C- (Marginal) and D (Poor). A.M. Best's ratings are not a warranty of an insurer's current or future ability to meet obligations to policyholders, nor are they a recommendation of a specific policy, contract, rate or claim practice.