

THE SPLIT ANNUITY STRATEGY

Guaranteed income and principal preservation



As you plan for your financial present and future, a split annuity strategy may be a good option for you because it delivers income now — and income later. With a split annuity, you can benefit from guaranteed return of principal and take advantage of tax deferral.

How does the split annuity strategy work?

- You determine your desired income duration and purchase two annuities¹, an immediate and a deferred annuity.
- The immediate annuity provides you regular income payments immediately for a designated time period.
- The deferred annuity grows back to the original premium amount and helps you secure income for the future.
- The immediate annuity provides income for a period that matches the duration of the deferred annuity. Payments can be received monthly, quarterly, semiannually or annually.²
- Based on the duration you select and current rates, the split between the annuities is determined for you.

The power of two

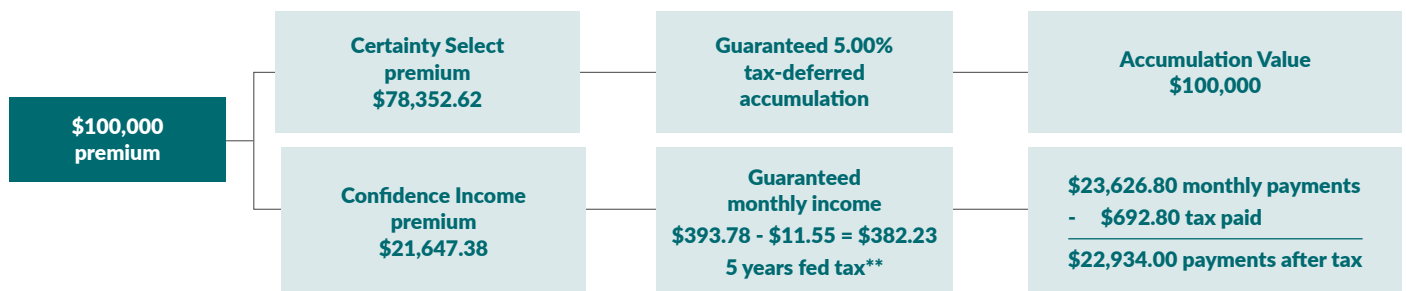
This tiered approach can help you reap the benefits of two EquiTrust fixed annuities:

- **Confidence Income**, a single-premium immediate annuity that offers a fixed period, single life and joint payment options. With Confidence Income, you can convert a portion of your premium into a guaranteed stream of predictable, tax-advantaged income payments for the duration you choose.
- **Certainty Select**, a single-premium deferred annuity featuring multi-year rate guarantee periods up to 10 years. Your annuity is guaranteed to grow — tax-deferred — to your original premium, assuming no withdrawals or surrenders.

Hypothetical comparison of a split annuity vs. a CD*

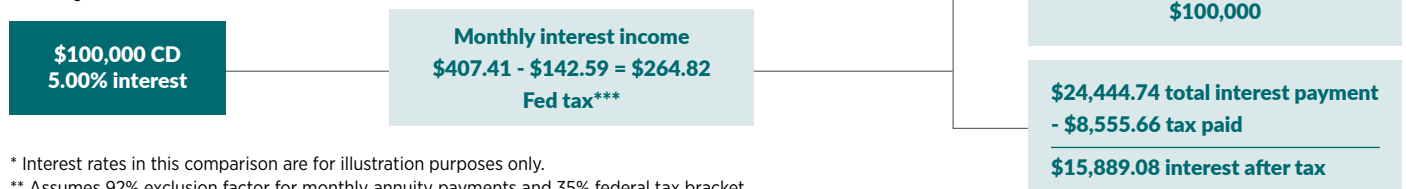
Split annuity strategy³

Five-year income period



Certificate of deposit

Five years



* Interest rates in this comparison are for illustration purposes only.

** Assumes 92% exclusion factor for monthly annuity payments and 35% federal tax bracket

*** Assumes 35% federal tax bracket

At the end of the income period, CD principal may be withdrawn without tax liability; funds in a deferred annuity, if withdrawn, may be partially taxable. This hypothetical comparison assumes the CD and the deferred annuity are not surrendered at the end of the five-year income period.



7100 Westown Pkwy, Suite 200 • West Des Moines, IA 50266 • EquiTrust.com

¹ Multiple annuity contracts issued by the same insurance company to the same policyholder during the calendar year may be treated as one annuity product for tax purposes.

² Current tax laws define immediate annuity payments as partially a return of principal.

³ A Split Annuity may not be appropriate for qualified assets, which are already tax deferred.

Guarantees are based on the claims-paying ability of EquiTrust Life Insurance Company. Product not available in all states. Product features may vary by state. Rates subject to change. The figures in the Hypothetical Example are for illustrative purposes only; ask your agent for a split annuity strategy illustration, which assumes current rates. Surrender of the Certainty Select contract may be subject to surrender charge and Market Value Adjustment; withdrawals before age 59½ may result in a 10% IRS penalty tax. Neither the Company nor its producers can provide tax or legal advice. Please consult your tax advisor or attorney on such matters. IRAs/qualified plans are already tax-deferred; consider other annuity features.

Contract issued on Contract Form Series ET-MYG-2000(11-05) with Optional Rider ET-CTR(11-05), ET-MYG-2000(06-09) with Optional Rider ET-CTR(06-09), 430-SPA(08-03) and ET-SPIA(08-06). Group Contracts issued on Form Series ET-MYG-2000C(06-09) with Optional Rider ET-CTR(06-09) and ET-SPIAC(08-06). This advertisement may not be used in Colorado or North Carolina, or any states in which the product is not available for sale.

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS OF NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE.