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NEWS RELEASE

AnnuitySpecs.com Releases Third Quarter, 2007 Indexed Sales Results

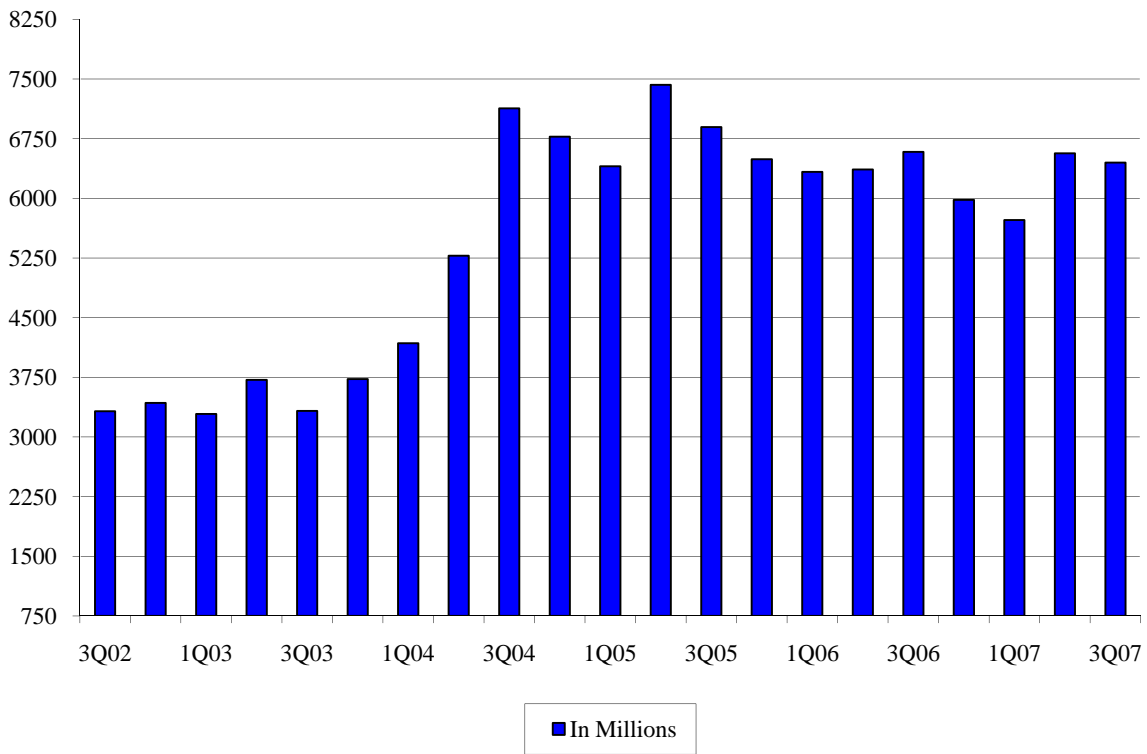
Fifty-seven of 60 Indexed Annuity carriers participated in the 41st edition of the *Advantage Index Sales & Market Report*, representing 99% of Indexed Annuity production. Total third quarter sales were \$6.4 billion, down 1.7% from second quarter sales. As compared to the same period last year, sales are down 2.0%. Remarks Sheryl Moore, CEO of AnnuitySpecs.com, "It's really quite remarkable that sales have not suffered more considering how depressed participation rates, caps, and spreads have been over the quarter. This is an amazing story of strength for the industry." Sales year-to-date were \$18.7 billion, down 2.8% from the previous period.

Noteworthy highlights include the fact that Allianz and Aviva both share an 18% market share this quarter. American Equity's Bonus Gold is now the #1 selling Indexed Annuity, marking the first time that an Allianz two-tiered annuity has not been the top-selling product according to our survey. Furthermore, this is the first quarter that the Allianz MasterDex 10 has not been the #1 selling Indexed Annuity since 3Q2004, three years ago. Bank sales of Indexed Annuities have declined to a mere 3.4% of total sales.

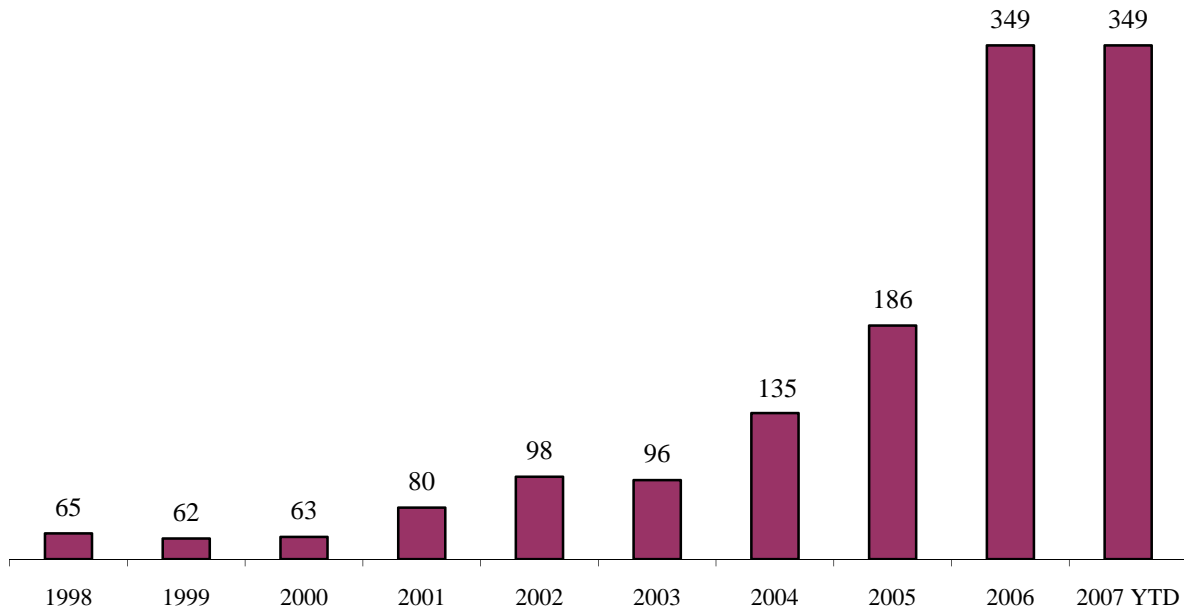
In a more positive light, all thirty-two carriers in the Indexed Life market participated in the *Advantage Index Sales & Market Report*, representing 100% of production. Total third quarter sales were \$129 million- a tremendous 11.4% increase over second quarter, 2007 sales. Even more amazing is the 55.4% increase over the same period last year. "This is really something to get excited about," said Moore. "If you are an insurance carrier that has been on the fence about developing Indexed Life, now is the time to get in the game. Consumers have obviously shown that this is a product of choice." Year-to-date sales of Indexed Life were \$349.5 million, up 39.3%. If you want a benchmark, total sales for 2006 were \$349.8 million.

Noteworthy Indexed Life highlights include only one carrier in the top ten experienced a decline in sales over the 3rd quarter, 2006 or over YTD 2006. Aviva continued to dominate the market with a 26.81% market share for the third quarter. The average face amount sold was \$806,558 for the quarter.

Index Annuity Sales By Quarter



Annual Indexed Life Premium



For more information go to www.annuityspecs.com

Advantage Group Associates, Inc. and **AnnuitySpecs.com** have nearly a decade of experience working with Indexed products. They provide services in speaking, research, training, product development, and marketing of indexed products. Their knowledge in product filing research and policy forms analysis gives them the expertise to provide competitive intelligence that allows carriers to stay ahead of their competitors.

Sheryl J. Moore is president of **Advantage Group Associates, Inc.**, and the guiding force behind the industry's most comprehensive index annuity due diligence tool, AnnuitySpecs.com. Ms. Moore previously worked as market research analyst for top carriers in the Indexed Life and Annuity industries and her views on the direction on the indexed market are frequently quoted by industry trade journals. She is the author of the industry news source *Moore Market Intelligence* as well as the quarterly *Advantage Index Sales and Market Report*.

November 20, 2007

Pleasant Hill, IA

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