

North American Company for Life and Health Insurance Annuity Interest Rates & Features

Effective July 20, 2010

Applications must be received prior to this date to hold previous rates. Rates on 1035 Exchanges/Transfers will be held 45 calendar days from the date the application was received in the Home Office. Faxed 1035 Exchange/Transfer applications will be accepted in order to hold current interest rates and Index Margins/Participation Rates/Index Cap Rates; however, original documentation must be received the next day in order to process the Transfer/Exchange. Funds received after 45 days will receive the applicable interest rate and/or Participation

Rate/Index Cap Rate that is in effect when funds are received. No exceptions will be allowed for rate holds. Interest rates are subject to change without notice. Please consult the State Approval Chart (6746Z) for more details.

MA - Monthly Average
DA - Daily Average
APP - Annual Point-to-Point
MPP - Monthly Point-to-Point

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Fixed Index Annuities

INDEX CAP RATE PRODUCTS²

North American Ten^{®4}

FEATURES	10-YEAR OPTION		
	MA	APP	MPP [#]
S&P 500 [®]	3.00%	3.05%	1.70%
DJIA SM	3.00%	3.00%	N/A
S&P MIDCAP 400 [®]	3.00%	3.00%	N/A
RUSSELL 2000 [®]	3.00%	3.00%	N/A
NASDAQ-100 [®]	N/A	3.00%	1.35%
DJ EUROSTOXX 50 [®]	N/A	3.00%	N/A
LEHMAN BROS. U.S. AGG.	N/A	3.00%	N/A
HINDSIGHT INDEX STRATEGY ^{®5}	N/A	3.00%	N/A
FIXED ACCOUNT RATE	1.50%		
PREMIUM BONUS ⁷	10.00%		
FIRST-YEAR YIELD (IN FIXED ACCOUNT)	11.65% <small>(First-year yield = 1.50% Fixed Rate + 10.00% Premium Bonus⁷)</small>		

North American Paramount Choice Ten^{®4}

FEATURES	10-YEAR OPTION		
	MA	APP	MPP [#]
S&P 500 [®]	3.00%	3.20%	1.75%
DJIA SM	3.00%	3.00%	N/A
S&P MIDCAP 400 [®]	3.00%	3.00%	N/A
RUSSELL 2000 [®]	3.00%	3.00%	N/A
NASDAQ-100 [®]	N/A	3.00%	1.45%
DJ EUROSTOXX 50 [®]	N/A	3.00%	N/A
LEHMAN BROS. U.S. AGG.	N/A	3.00%	N/A
FIXED ACCOUNT RATE	1.50%		
PREMIUM BONUS ⁷	10.00%		
FIRST-YEAR YIELD (IN FIXED ACCOUNT)	11.65% <small>(First-year yield = 1.50% Fixed Rate + 10.00% Premium Bonus⁷)</small>		

North American CharterSM Series³

FEATURES	7-YEAR OPTION			10-YEAR OPTION			14-YEAR OPTION		
	DA	APP	MPP [#]	DA	APP	MPP [#]	DA	APP	MPP [#]
S&P 500 [®]	4.00%	4.00%	1.85%	4.40%	4.25%	2.25%	5.00%	4.65%	2.40%
DJIA SM	4.00%	4.00%	N/A	4.00%	4.00%	N/A	4.10%	4.15%	N/A
S&P MIDCAP 400 [®]	4.00%	4.00%	N/A	4.00%	4.00%	N/A	4.00%	4.05%	N/A
RUSSELL 2000 [®]	4.00%	4.00%	N/A	4.00%	4.00%	N/A	4.10%	4.10%	N/A
NASDAQ-100 [®]	N/A	4.00%	1.50%	N/A	4.00%	1.90%	N/A	4.00%	2.10%
DJ EUROSTOXX 50 [®]	N/A	4.00%	N/A	N/A	4.00%	N/A	N/A	4.25%	N/A
LEHMAN BROS. U.S. AGG.	N/A	3.00%	N/A	N/A	3.00%	N/A	N/A	3.00%	N/A
HINDSIGHT INDEX STRATEGY ^{®5}	N/A	3.00%	N/A	N/A	3.20%	N/A	N/A	3.60%	N/A
FIXED ACCOUNT RATE	2.00%			2.10%			2.30%		
PREMIUM BONUS ⁷	N/A			5.00%			10.00%		
FIRST-YEAR YIELD (IN FIXED ACCOUNT)	2.00%			7.20% <small>(First-year yield = 2.10% Fixed Rate + 5.00% Premium Bonus⁷)</small>			12.53% <small>(First-year yield = 2.30% Fixed Rate + 10.00% Premium Bonus⁷)</small>		

North American Formula Choice^{®4}

FEATURES	5-YEAR SURRENDER CHARGE	
	APP	MPP [#]
S&P 500 [®]	4.00%	1.80%
DJIA SM	4.00%	N/A
S&P MIDCAP 400 [®]	4.00%	N/A
RUSSELL 2000 [®]	4.00%	N/A
NASDAQ-100 [®]	4.00%	1.45%
DJ EUROSTOXX 50 [®]	4.00%	N/A
LEHMAN BROS. U.S. AGG.	3.00%	N/A
FIXED ACCOUNT RATE	1.55%	

North American Marketing Support
866-322-7066 (Phone)
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North American Company Annuity Interest Rates & Features

Effective July 20, 2010

Fixed Index Annuities

INDEX CAP RATE ONLY PRODUCTS²

1% Commission Bonus Special
on North American Freedom Choice between
July 20, 2010 through August 31, 2010!⁸

North American Freedom Choice[®] Series⁴

High Band - Initial Premium Level of \$250,000 and over

5% PENALTY-FREE OPTION	FEATURES	6-YEAR OPTION		8-YEAR OPTION		10-YEAR OPTION		14-YEAR OPTION	
		APP	MPP [#]	APP	MPP [#]	APP	MPP [#]	APP	MPP [#]
	S&P 500 [®]	4.70%	2.40%	6.65%	3.05%	7.00%	3.15%	8.45%	3.70%
	DJIA SM	4.20%	N/A	6.15%	N/A	6.45%	N/A	8.00%	N/A
	S&P MIDCAP 400 [®]	4.10%	N/A	6.00%	N/A	6.25%	N/A	7.70%	N/A
	RUSSELL 2000 [®]	4.20%	N/A	6.10%	N/A	6.35%	N/A	7.85%	N/A
	NASDAQ-100 [®]	4.05%	2.15%	5.85%	2.75%	6.10%	2.85%	7.50%	3.25%
	DJ EuroSTOXX 50 [®]	4.30%	N/A	6.30%	N/A	6.60%	N/A	8.15%	N/A
	LEHMAN BROS. U.S. AGG.	3.00%	N/A	3.35%	N/A	3.45%	N/A	4.20%	N/A
	FIXED ACCOUNT RATE	2.60%		3.60%		3.75%		4.45%	

10% PENALTY-FREE OPTION	FEATURES	6-YEAR OPTION		8-YEAR OPTION		10-YEAR OPTION		14-YEAR OPTION	
		APP	MPP [#]	APP	MPP [#]	APP	MPP [#]	APP	MPP [#]
	S&P 500 [®]	4.20%	2.20%	6.00%	2.85%	6.25%	2.90%	7.65%	3.45%
	DJIA SM	3.70%	N/A	5.50%	N/A	5.75%	N/A	7.20%	N/A
	S&P MIDCAP 400 [®]	3.60%	N/A	5.30%	N/A	5.55%	N/A	7.00%	N/A
	RUSSELL 2000 [®]	3.65%	N/A	5.45%	N/A	5.70%	N/A	7.10%	N/A
	NASDAQ-100 [®]	3.55%	1.90%	5.25%	2.60%	5.45%	2.65%	6.80%	3.05%
	DJ EuroSTOXX 50 [®]	3.80%	N/A	5.65%	N/A	5.90%	N/A	7.35%	N/A
	LEHMAN BROS. U.S. AGG.	3.00%	N/A	3.05%	N/A	3.15%	N/A	3.80%	N/A
	FIXED ACCOUNT RATE	2.35%		3.30%		3.45%		4.10%	

North American Freedom Choice[®] Series⁴

Low Band - Initial Premium Level of \$249,999 and under

5% PENALTY-FREE OPTION	FEATURES	6-YEAR OPTION		8-YEAR OPTION		10-YEAR OPTION		14-YEAR OPTION	
		APP	MPP [#]	APP	MPP [#]	APP	MPP [#]	APP	MPP [#]
	S&P 500 [®]	4.00%	2.10%	5.80%	2.75%	6.15%	2.85%	7.70%	3.45%
	DJIA SM	3.45%	N/A	5.30%	N/A	5.60%	N/A	7.25%	N/A
	S&P MIDCAP 400 [®]	3.35%	N/A	5.10%	N/A	5.45%	N/A	7.00%	N/A
	RUSSELL 2000 [®]	3.40%	N/A	5.25%	N/A	5.55%	N/A	7.10%	N/A
	NASDAQ-100 [®]	3.30%	1.75%	5.05%	2.55%	5.35%	2.65%	6.80%	3.05%
	DJ EuroSTOXX 50 [®]	3.55%	N/A	5.40%	N/A	5.75%	N/A	7.40%	N/A
	LEHMAN BROS. U.S. AGG.	3.00%	N/A	3.00%	N/A	3.10%	N/A	3.80%	N/A
	FIXED ACCOUNT RATE	2.20%		3.20%		3.35%		4.10%	

10% PENALTY-FREE OPTION	FEATURES	6-YEAR OPTION		8-YEAR OPTION		10-YEAR OPTION		14-YEAR OPTION	
		APP	MPP [#]	APP	MPP [#]	APP	MPP [#]	APP	MPP [#]
	S&P 500 [®]	3.35%	1.85%	5.10%	2.55%	5.35%	2.65%	6.80%	3.10%
	DJIA SM	3.00%	N/A	4.60%	N/A	4.85%	N/A	6.30%	N/A
	S&P MIDCAP 400 [®]	3.00%	N/A	4.45%	N/A	4.70%	N/A	6.10%	N/A
	RUSSELL 2000 [®]	3.00%	N/A	4.55%	N/A	4.80%	N/A	6.20%	N/A
	NASDAQ-100 [®]	3.00%	1.50%	4.45%	2.30%	4.65%	2.40%	6.00%	2.80%
	DJ EuroSTOXX 50 [®]	3.00%	N/A	4.70%	N/A	5.00%	N/A	6.45%	N/A
	LEHMAN BROS. U.S. AGG.	3.00%	N/A	3.00%	N/A	3.00%	N/A	3.40%	N/A
	FIXED ACCOUNT RATE	1.90%		2.90%		3.00%		3.70%	

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North American Company Annuity Interest Rates & Features

Effective July 20, 2010

Fixed Index Annuities

PARTICIPATION RATE PRODUCTS¹

North American PrecisionSM Series³—Index Cap Rate is applied **after** Participation Rate.

FEATURES	7-YEAR OPTION			10-YEAR OPTION			14-YEAR OPTION		
	DA	APP	MPP [#]	DA	APP	MPP [#]	DA	APP	MPP [#]
S&P 500 [®]	30%	25%	1.85%	35%	35%	2.25%	40%	35%	2.40%
DJIA SM	30%	20%	N/A	35%	30%	N/A	40%	35%	N/A
S&P MIDCAP 400 [®]	20%	20%	N/A	25%	25%	N/A	30%	25%	N/A
RUSSELL 2000 [®]	20%	20%	N/A	25%	25%	N/A	25%	25%	N/A
NASDAQ-100 [®]	N/A	20%	1.50%	N/A	25%	1.90%	N/A	25%	2.10%
DJ EUROSTOXX 50 [®]	N/A	20%	N/A	N/A	30%	N/A	N/A	35%	N/A
LEHMAN BROS. U.S. AGG. E	N/A	35%	N/A	N/A	45%	N/A	N/A	45%	N/A
HINDSIGHT INDEX STRATEGY ^{®S}	N/A	20%	N/A	N/A	25%	N/A	N/A	25%	N/A
ANNUAL CAP - (UNLESS OTHERWISE NOTED)	N/A	4.00%	N/A	N/A	5.00%	N/A	N/A	5.50%	N/A
ANNUAL CAP - S&P 500 [®]	N/A	4.50%	N/A	N/A	5.50%	N/A	N/A	6.00%	N/A
ANNUAL CAP - LEHMAN BROS. U.S. AGG.	N/A	4.00%	N/A	N/A	5.00%	N/A	N/A	5.50%	N/A
ANNUAL CAP - HINDSIGHT INDEX STRATEGY	N/A	3.50%	N/A	N/A	4.50%	N/A	N/A	5.00%	N/A
FIXED ACCOUNT RATE		2.00%			2.10%			2.30%	
PREMIUM BONUS ⁷		N/A			5.00%			10.00%	
FIRST-YEAR YIELD (IN FIXED ACCOUNT)		2.00%			7.20%			12.53%	

(First-year yield = 2.10% Fixed Rate + 5.00% Premium Bonus⁷.)

(First-year yield = 2.30% Fixed Rate + 10.00% Premium Bonus⁷.)

North American Prizm Plus^{® 3}

FEATURES	7-YR OPTION			10-YR OPTION			14-YR OPTION		
	MA	APP	MPP [#]	MA	APP	MPP [#]	MA	APP	MPP [#]
S&P 500 [®]	25%	15%	1.85%	35%	20%	2.25%	40%	25%	2.40%
DJIA SM	25%	15%	N/A	35%	20%	N/A	40%	25%	N/A
S&P MIDCAP 400 [®]	20%	10%	N/A	25%	15%	N/A	25%	20%	N/A
RUSSELL 2000 [®]	20%	10%	N/A	25%	15%	N/A	30%	15%	N/A
NASDAQ-100 [®]	N/A	15%	1.50%	N/A	15%	1.90%	N/A	20%	2.10%
DJ EUROSTOXX 50 [®]	N/A	15%	N/A	N/A	20%	N/A	N/A	20%	N/A
LEHMAN BROS. U.S. AGG.	N/A	35%	N/A	N/A	45%	N/A	N/A	45%	N/A
FIXED ACCOUNT RATE		2.00%			2.10%			2.30%	
PREMIUM BONUS ⁷		N/A			5.00%			10.00%	
First-Year Yield (IN FIXED ACCOUNT)		2.00%			7.20%			12.53%	

(First-year yield = 2.10% Fixed Rate + a 5.00% Premium Bonus⁷.)

(First-year yield = 2.30% Fixed Rate + a 10.00% Premium Bonus⁷.)

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North American Company Annuity Interest Rates & Features

Effective July 20, 2010

BLENDED PRODUCT

North American Pillar^{SM 3}

FEATURES	10-Year Surrender Charge		
	DA Participation Rate Only	APP Index Cap Rate Only	MPP Monthly Cap Only
S&P 500 [®]	30%	3.70%	2.00%
DJIA SM	30%	3.20%	N/A
S&P MIDCAP 400 [®]	25%	3.05%	N/A
RUSSELL 2000 [®]	20%	3.10%	N/A
NASDAQ-100 [®]	N/A	3.05%	1.65%
DJ EUROSTOXX 50 [®]	N/A	3.25%	N/A
Hindsight INDEX STRATEGY ^{®7}	N/A	3.00%	N/A
Fixed Account Rate	1.80%		
Premium Bonus ⁹	5.00%		
First-Year Yield (IN FIXED ACCOUNT)	6.89%		
	<small>(First-year yield = 1.80% Fixed Account Rate + 5.00% Premium Bonus.)</small>		

MULTI-YEAR GUARANTEE PRODUCT

North American Guarantee ChoiceSM

FEATURES	3-YEAR	4-YEAR	5-YEAR	6-YEAR	7-YEAR	8-YEAR	9-YEAR	10-YEAR
HIGH BAND ⁶	NOT AVAILABLE	2.40%	3.05%	3.15%	3.40%	3.40%	3.40%	3.60%
LOW BAND	FOR SALE	2.10%	2.80%	2.90%	3.20%	3.20%	3.20%	3.40%

TRADITIONAL FIXED PRODUCTS

North American DirectorSM

(9-year Surrender Charge)

FEATURES	FIRST-YEAR	YEARS 2-5
RATE	5.70%	2.70%

Cash Management Annuity

RATE
No longer accepting sales until further notice.

SINGLE PREMIUM IMMEDIATE ANNUITY

North American Income[®]

UP-TO-DATE QUOTES AVAILABLE AT WWW.NACANNUITY.COM

North American Sample Payout Factors

Per \$100,000 (paid monthly at end of month)

10-Year Certain\$965.98
20-Year Certain\$604.75
Life & 10, Male age 65\$615.09
Life & 10, Female age 65\$572.51

Factors are based on current rates and may vary by state.

The Boomer Annuity[®]

FEATURES	FIRST-YEAR RATE	PREMIUM BONUS ⁷ (First 5 years.)	FIRST YEAR YIELD
RATE	3.00%	5.00%	8.15%
			<small>(First-year yield = 3.00% Fixed Rate + a 5.00% first year Premium Bonus.)</small>

North American Flex Series^{SM3}

FEATURES	FLEX I ^{SM3}	FLEX II ^{SM3}	FLEX III ^{SM3}
FIRST-YEAR	2.35%	2.65%	2.70%
FIRST-YEAR YIELD	2.35%	7.78%	12.97%
		<small>(First-year yield reflects a 2.65% first-year rate plus a 5.00% premium bonus)</small>	<small>(First-year yield reflects a 2.70% first-year rate plus a 10.00% premium bonus)</small>

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North American Company Annuity Interest Rates & Features

Effective July 20, 2010

Fixed Index Annuities

SINGLE PREMIUM WHOLE LIFE INSURANCE PRODUCT²

NAC LegacySM Single Premium Whole Life³

FEATURES	10-YEAR SURRENDER CHARGE
	APP Index Cap Rate Only
S&P 500[®]	7.65%
HANG SENG	8.00%
Fixed Account Rate	3.75%

#. Rate listed for the monthly Point-to-Point (MPP) is the Index Cap Rate.

1. Participation Rate applies to Index Account only; no Participation Rate is applied to the Fixed Account.

2. Index Cap Rate applies to Index Account only; no cap is applied to the Fixed Account.

3. The Minimum Guaranteed Fixed Interest Rate is 2.00%.

4. The Minimum Guaranteed Fixed Interest Rate is 1.50%.

5. Please note the weighting index percentages are 50% for best performing, 30% for next best performing and 20% for lowest performing and are subject to change for newly issued contracts. The Hindsight Index Strategy[®] consists of the S&P 500[®], Dow Jones EuroSTOXX 50[®] and the Russell 2000[®].

6. Please note that the initial premium must be at least \$200,000 to receive the high band rate.

7. Products that have premium bonuses may offer lower credited interest rates and/or lower Index Cap Rates and Participation Rates than products that don't offer a premium bonus. Over time and under certain scenarios the amount of the premium bonus may be offset by the lower interest rates and/or lower Index Cap Rates and Participation Rates.

8. Commission Bonus will apply to North American Freedom Choice new business applications received at the Annuity Service Center between 7/20/10 and 8/31/10. No exceptions will be made for applications received outside the dates listed above. Transfers and exchanges must be paid by 10/15/10 to earn the Commission Bonus. Commission Bonus only applies to first-year premiums for the North American Freedom Choice. Commission Bonus applies to personal production only. Production cannot be accumulated between agents for the purposes of the incentive. Commission rates may vary by issue age, contract level, and state of residence. Commission bonuses will be paid through normal commission channels. Agent is responsible for bonus through issuance of IRS Form 1099. Agent must be a current active North American agent in order to receive commission bonus. This commission bonus does not alter or amend the Agent Contract or the contracting level assigned to the agent in any way. All rules pertaining to commission chargebacks remain in effect. North American reserves the right to accept or decline business at any time. North American reserves the right to modify or discontinue this program at any time. All rules will be interpreted by North American. All decisions are at the sole discretion of North American and all decisions are final.

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