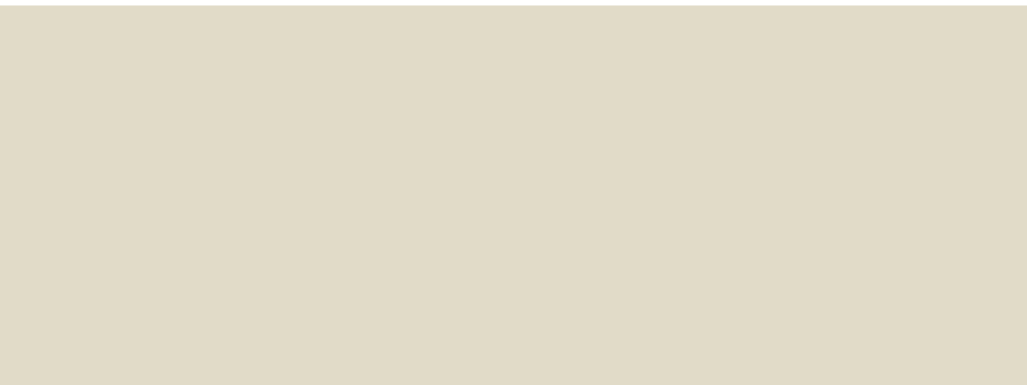
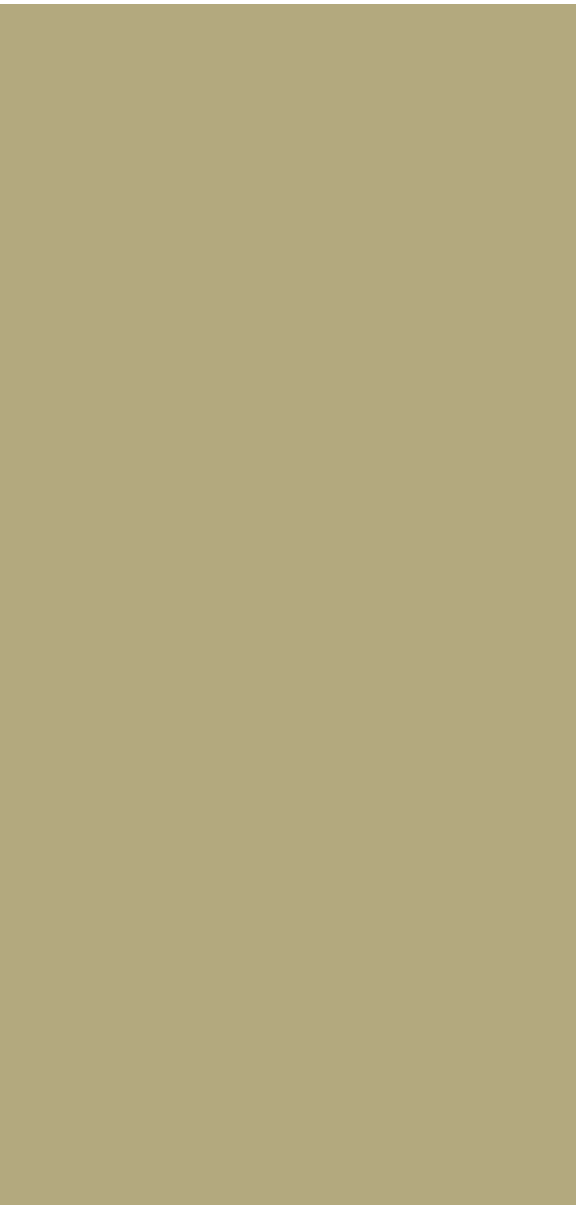


ViStarTM Fixed Indexed Annuity

Launching you to financial freedom



GUGGENHEIM LIFE AND ANNUITY



ViStarTM Fixed Indexed Annuity

Launching you to financial freedom

There are many stages in life ranging from graduation, to raising a family, to living in retirement. Guggenheim Life and Annuity Company is here to help you prepare for today and all the possibilities of tomorrow. See how we can bring peace of mind by launching you to financial freedom.

Single premium, deferred, fixed indexed

Sound Complicated? Let's Simplify.

Single Premium

The easiest piece. The contract is purchased with a single sum of money. However, additional funds may be deposited within the first 12 months to the 1-Year fixed interest rate strategy. At the end of the first contract year, the additional funds may be reallocated to the index strategy accounts.

Deferred

This relates to the fact that the annuity is designed to accumulate money over time, with income tax being deferred for that period of time. Income tax deferral is allowed by the Internal Revenue Service on interest earnings until they are distributed, allowing your money to compound and accumulate more quickly.

Fixed Indexed

This simply means that the earnings in your annuity contract are linked to an external market index. The value of the index is tied to a particular equity or multi-asset index. This gives you the ability to enjoy the growth in a market index, without exposing your principal to the risk of market fluctuations found in variable annuities.

The ViStar™ is a single premium, deferred, fixed indexed annuity that allows you to accumulate funds, benefit from tax deferral, and maintain a simplified allocation.

Have a Purpose for Every Dollar.

In the investing landscape, there are a wide variety of options. It is important to understand what purpose you have for each dollar and apply them to the correct investment option. Often diversifying your assets across multiple investment options is the best way to achieve your goals.

The ViStar™ has many features that make it a great option which include:

- Limiting the risk of market fluctuation
- Helping you avoid poor market timing
- Provide guaranteed income for your lifetime*
- Better potential to keep pace with inflation
- Tax deferral on interest and index gains
- Simplified index strategies

Annuities are an important tool in planning and sustaining income for the future. Deferred annuities accumulate money tax-free for a period of time. Your premium will be credited with earned interest and will receive income tax deferral, which results in a secure and dependable account balance. Guggenheim Life and Annuity Company offers these tools with your future in mind.

*This Benefit is available under the Life Annuity Settlement Option. Please refer to the Contract for full details.



ViStarTM Fixed Indexed Annuity

Launching you to financial freedom

The ViStarTM Fixed Indexed Annuity can be a useful tool for individuals who are in different periods of their lives. Annuities are often viewed as insurance products that are only appropriate for those nearing their retirement age, but with the advancements in annuities, they can be utilized to help individuals face their unique financial challenges at every stage of life.

Launching you to financial freedom

Your Financial Journey

Stage 1: The Accumulation Years

It is vital that we save during our accumulation or working years to allow us to have the lifestyle we aspire for once we reach retirement. Navigating through the various investment options can be a daunting task.

With restrictions on how much can be invested into an employer sponsored retirement plan or an Individual Retirement Account, fixed indexed annuities may provide a great alternative to retirement savings.

Through a ViStar Fixed Indexed Annuity during the accumulation phase you can:

- Maximize growth opportunities through tax-deferral
- Receive a portion of market gains, if available, with 100% protection from market losses
- Assign a beneficiary(ies) to potentially avoid probate
- Opt to have the annuity owned by a trust to direct family wishes
- Create a hedge against inflation
- Have a safe alternative in a low interest rate environment

Advantages of Tax Deferral

	Currently Taxed	Tax Deferred
Dollar Amount	\$100,000	\$100,000
Assumed Annual Return	5%	5%
Dollar Amount Earned	\$5,000	\$5,000
Tax Bracket	32%	32%
Tax Payable	\$1,600	\$0
After Tax Earnings	\$3,400	\$5,000
Net After-Tax Yield	3.4%	5%

Launching you to financial freedom

Your Financial Journey

Stage 2: Entering and In Retirement

Protecting a portion of your assets from market loss right before and into retirement may create a lasting effect. Let's look at how two major downturns in the market could have created a different story by utilizing a ViStar Fixed Indexed Annuity.

Year	S&P 500 Annual Return	FIA with 40% Participation Rate on the S&P 500
1999	19.53%	7.81%
2000	-10.14%	0.00%
2001	-13.04%	0.00%
2002	-23.37%	0.00%
2003	26.38%	10.55%
Annualized Return from 1999–2003	-1.91%	3.84%

Year	S&P 500 Annual Return	FIA with 40% Participation Rate on the S&P 500
2007	3.53%	1.41%
2008	-38.49%	0.00%
2009	23.45%	9.38%
Annualized Return from 2007–2009	-7.13%	3.64%

Even with strong returns in the S&P 500 before and after the downturn, protecting against market loss with a fixed indexed annuity proved to be the better option.

The year, 2008 also proved to be a trying time for those looking to start retirement or even stay retired. Imagine if market protection had been used effectively for those who needed it the most.

Stage 3: Creating a Legacy

One of the many benefits to owning a ViStar Fixed Indexed Annuity is the ability to create a legacy. Legacies can take on many forms, the great advantage is the ViStar is a versatile financial tool that can help serve various needs.

Here's some various forms of legacy creation available utilizing a fixed indexed annuity...

- Opportunity to pass accumulated wealth to children or grandchildren who are designated as beneficiaries
- These funds can be used to help with needs, such as:
 - Education
 - Wedding
 - Home
- Charitable causes

With the ViStar Fixed Indexed Annuity, you can plan for the future, but also live for today. No matter the stage in life, we are here to help.

How Do Crediting Strategies Work?

Growth of Your Investment

Fixed indexed annuities offer 100% protection from market losses while in return providing a portion of market gains (if any) over a certain period of time. The portion of the gains credited to the ViStar Fixed Indexed Annuity are determined by the crediting strategy(ies) that you choose. The crediting strategies include a fixed interest rate, a participation rate, or a cap rate. Here's how they work.

- **Fixed Interest Rate** – A predetermined interest rate guaranteed for a certain period.
- **Participation Rate** – The annuity receives a set percentage of the total index performance over a certain period.
Example: Index growth of 10%, with a 40% participation rate, the annuity would earn 4% for that period.
- **Cap Rate** – The annuity receives 100% of the index growth up to a predetermined ceiling or cap.
Example: Index growth of 10%, with a 4% cap rate, the annuity would earn up to its ceiling of 4%.

Why are there multiple options to choose from? In various market conditions the strategies react differently. In the above examples, a large growth in the index would prove to be most beneficial with the utilization of the participation rate. While in a low growth environment, the cap rate would be best.

Allocating and Reallocating Accumulated Value in an Indexed Annuity

You are given indexed crediting strategy options when first purchasing the ViStar Fixed Indexed Annuity. This is an important step in determining the overall performance of the annuity. Often individuals utilize multiple strategies at once to create a diversified investment given the uncertainty of future market performance.

It is important to remember what an index has done in the past is no guarantee on how it may perform in the future. Diversification assists in eliminating the guesswork.

The ViStar Fixed Indexed Annuity also allows for the option of reallocation each contract anniversary. This allows for flexibility throughout the life of the contract along with the ability to have a truly personalized investment experience.

Key Features

Issue Age

0-80

Premiums

Minimum Qualified
\$5,000

Minimum Non-Qualified
\$10,000

Additional Premium Minimum

\$500 (*1st year only*)

Maximum Premium

\$1,000,000

**Please refer to the contract
for full details.**

Tax Deferral

Federal income tax on interest accumulated in the ViStar is deferred until you take withdrawals out of the contract. This means that you will be earning interest on money that you would otherwise have to pay taxes on. If you withdraw money from the contract before you are age 59½, you may have to pay a tax penalty.

Penalty-Free Withdrawals

A single penalty-free withdrawal, of up to 10% of the account value, may be taken each year beginning in the second contract year. Surrender charges or market value adjustment will be waived on free withdrawal amounts.

Nursing Home Care Rider*

Should the owner become confined to a nursing home, ViStar provides access to the full account value, without surrender charges or applicable market value adjustments. The benefit becomes available after the first contract anniversary. The contract must be issued prior to the owner's age of 76 and the confinement in a nursing home must be for at least 90 continuous days. Not available in MA.

Death Benefit

The ViStar annuity pays your named beneficiary(ies) the full account value on death. Options for income payments may be available instead of taking a lump sum. If the spouse is the sole Primary Beneficiary, they have the option to continue the annuity in the surviving spouse's name.

Terminal Illness Rider*

If the owner becomes terminally ill or is deemed terminally ill by a physician, ViStar allows withdrawals up to the full account value without surrender charges or applicable market value adjustments. Eligibility is subject to rider provisions, which are:

1. Physician must certify that the owner's life expectancy is nine months or less; or
2. The owner is diagnosed with a heart attack, stroke or life threatening cancer after the policy was purchased, in force for one year and owner is not over age 70.

*May vary by state. Please see rider for full details.

Is the ViStar™ Fixed Indexed Annuity right for you?

Do Other Options Often Seem too Complicated?

In today's environment of multiple investment options and ways to prepare for retirement, it is quite easy to have it all become much too complicated.

The ViStar Fixed Indexed Annuity focuses on simplifying this daunting task by offering the opportunity to enjoy the positives of Standard & Poor's straightforward market indices, while mitigating the risk of a declining market. Your annuity is backed by Guggenheim Life and Annuity Company.

Is it Time for Peace of Mind?

The ViStar Fixed Indexed Annuity gives you the opportunity to grow your assets and build income for the future. The option of multiple crediting strategies, the guarantee of a fixed account, and growing income potential provides balance and peace of mind!

Does Your Money Have Good Balance?

In our early accumulation years, it is okay to take on risk for the potential of greater returns. Nearing retirement many flip the switch and go a completely conservative route. With the ViStar Fixed Indexed Annuity, you are able to balance your money by potentially capturing a portion of the gains in the market while protecting your money against any market downturns.



Definition and Key Terms

Fixed Rate Strategy Value

A fixed rate strategy value equals the amount applied to the 1-year fixed rate strategy, less any amounts withdrawn, including any early surrender charges deducted from those amounts, plus interest credited at the 1-year fixed interest rate.

Indexed Strategy Value

An indexed strategy value equals the amount applied to an indexed strategy, plus Index Credits, if any, less any gross withdrawals.

Account Value

The account value equals the premium you pay into your annuity and any interest we credit. Withdrawals, surrender charges, and any other fees or charges will decrease your account value dollar-for-dollar.

Surrender Value

The surrender value equals the account value, plus or minus the market value adjustment that would apply on a surrender, and minus the surrender charge that would apply on a surrender. Your cash surrender value will never be less than the Minimum Guaranteed Contract Value.

Cap

A cap is a preset limit that we use to calculate the Index Credit for an index allocation with some crediting methods. With some point-to-point crediting options, we apply a cap. If the change exceeds the cap, the interest rate is equal to the cap percentage. Caps for the first Term are established when you purchase your Contract. On the Contract Anniversary of the Term, we may change these caps for the coming Term. Caps will never be less than the guaranteed minimum cap rate.

Participation Rate

A participation rate is a preset limit that we use to calculate the Index Credit for an index allocation with some crediting methods. The participation rate for the first Contract Year is established when you purchase your Contract. On the Contract Anniversary of the Term, we may change this rate for the coming Term, but it will never be less than the guaranteed minimum participation rate.

Index Credits

The Index Credit is the amount credited to the Strategy at the end of each Term. It is calculated by applying the rates from the particular strategy to the growth in the index over the Term. Credits can only be applied at the end of the Term.

Point-to-Point

The index credit is based on the rates applied to the gain in the index from two points in time, the beginning of the Term and the end of the Term.

Market Value Adjustment (MVA)

Any amounts that are assessed a surrender charge will also be subject to an MVA, which may increase or decrease the Account Value. The MVA generally increase the contract withdrawal value when interest rates fall and decrease the contract withdrawal value when interest rates rise. The MVA is not applicable in all states.

The MVA is not applied:

- a) at the end of the surrender charge period;
- b) to penalty-free withdrawals; or
- c) to the death benefit for death of owner.

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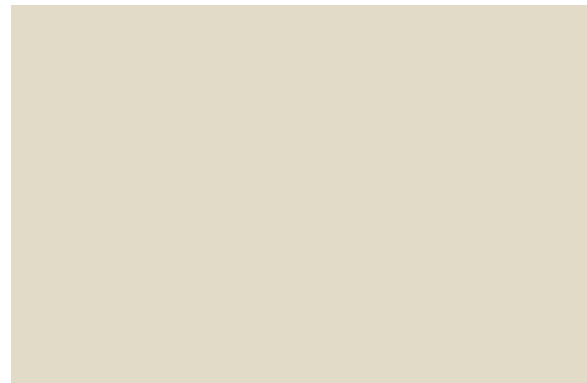
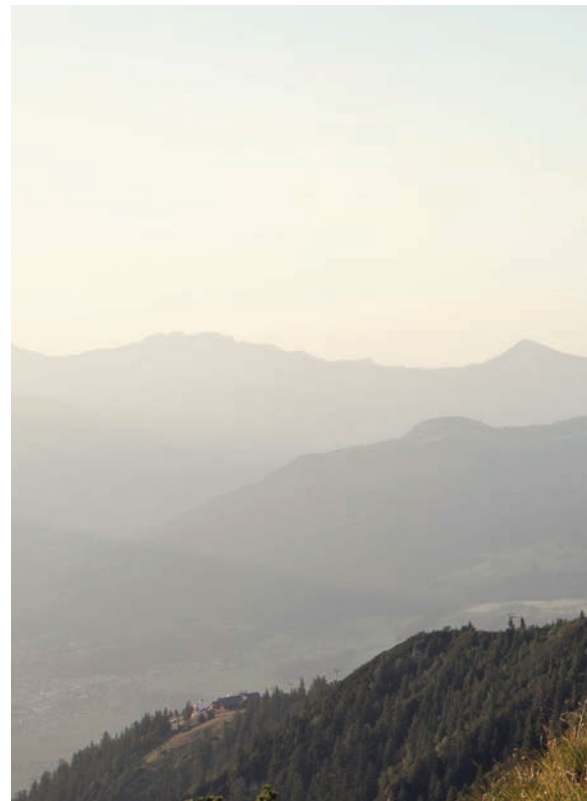
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