CONSUMER EDUCATION SERIES

The Fixed Index Annuity Advantage

When will interest rates rise? Is the market headed up or down? Many consumers near or in retirement have chosen to adopt a wait-and-see approach when it comes to their retirement savings. They have elected to remain in very conservative financial products because they are uncertain where to place their money, they consider current market conditions poor and they fear losing their hard-earned money altogether.

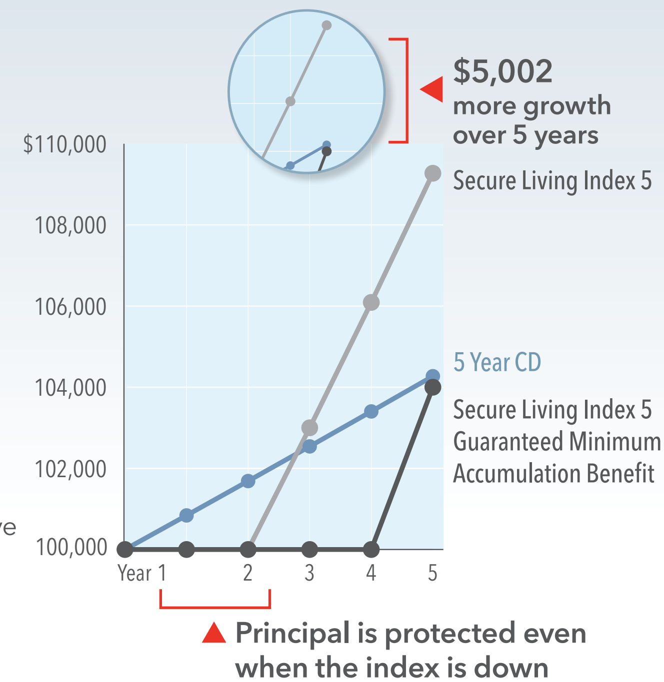
If you have assets in conservative products such as CDs or money market accounts, there may be opportunities in which using a fixed index annuity could help make your money work harder, now and in the future.

"Uncertainty About Where to Invest" Ranks as #1 Reason for Sitting on Cash[1]

One Consumer's Story

Consider this example: Using $100,000, you purchase a five-year certificate of deposit (CD) and receive a jumbo rate of 0.84%[2] for the duration of your term. At the end of the five years, your account value will be $104,271,[3] assuming you paid out of pocket.

But let's say with that same $100,000, you instead choose to purchase a SecureLiving® Index 5 fixed index annuity, including a 4% guaranteed minimum accumulation benefit and choosing the performance trigger crediting strategy, tied to the S&P 500®. During the same five-year period, the S&P 500® records a negative return for two consecutive years. Your principal in the fixed index annuity is protected from these downturns and retains its value.



Additional Gains

Over the next three years, however, the S&P 500® has a positive return and your contract value grows by 3%[4] for each of those years, resulting in an ending value of $109,273 – **$5,002** more than the CD. Plus, your contract value continues to grow tax deferred for the entire time. Even if the S&P was down for all five years, at the end of year five the 4% guaranteed minimum accumulation benefit would increase your contract value by 4% to $104,000. (The guaranteed minimum accumulation benefit is not available in Ohio.)

Learn more. Contact:

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1 BlackRock, "Barometer" Investor/Advisor Survey, Press Release Published 06/13/12
2 BankRate.com, five-year jumbo CD rate national average, 02/24/14
3 Bank CD's are FDIC insured up to $250,000 per insured bank for each ownership category
4 Rates as of 05/12/14 for SecureLiving Index 5. Rates may vary by state.

Annuities are issued by Genworth Life & Annuity Insurance Company, Richmond, VA

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Genworth®

An added benefit of a fixed index annuity? A fixed index annuity can create a guaranteed stream of income you cannot outlive. A CD simply cannot do that.

Regain Opportunity Lost

So, how much really is out in the market, waiting in the wings? The Federal Reserve puts the amount close to $10 trillion.[5] By choosing to wait with conservative, lower-yielding financial products, consumers could lose out on taking advantage of potential gains offered by other principal-protected financial alternatives.[6] Just how much could it "cost" you to wait for conditions to improve? As the example shows, it could be quite substantial.

The purchase of an annuity, like any financial product, is an important decision. You should carefully consider your own personal situation and goals. You should not expect fixed index annuities to mirror the exact performance of any stock market indices. Consult with your financial professional to determine if the purchase of an annuity could be complementary to your retirement goals.

[5] Federal Reserve Statistical Release H.6; August, 2, 2012: M2 – M1 + Institutional Money Funds + Cash in IRA and Keogh Accounts
[6] All guarantees for insurance products are based on the claims-paying ability of the issuing insurance company

Why Consider a Fixed Index Annuity?

Now, more than ever, fixed index annuities deserve consideration as part of your retirement strategy. No matter the economic environment, a fixed index annuity can:

- Protect your principal from negative market fluctuations
- Provide a greater opportunity for interest crediting than many other fixed alternatives
- Offer tax-deferred growth
- Create flexible options to receive retirement income for as long as you live

What makes a fixed index annuity different is the opportunity to have interest crediting linked to the performance of a market index, such as the S&P 500,® without downside risk. In years when the market is up, interest is credited up to a "cap" and based on a "participation rate" as specified by the issuing insurance company. In years when the market is down, no interest is credited and the accumulated value remains the same. However, over the term of the fixed index annuity, the opportunity for gain may be substantially greater than many other fixed alternatives.

We don't know how interest rates will change in the future, but the cost of waiting for rates to rise could be substantial. Consider the purchase of a Genworth SecureLiving® Index Annuity as part of your overall retirement plan.

SecureLiving® Index annuities individual single premium fixed deferred annuity with market value adjustment and optional indexed interest crediting are issued by Genworth Life and Annuity Insurance Company, Richmond VA, policy form series GA3005-1113, GA303R-1113, ICC14GA3005, ICC14GA303R, and GA3003-0711, et. al.

Withdrawals/surrenders have the effect of reducing the contract value and death benefit. Withdrawals/surrenders of taxable amounts are subject to ordinary income tax and if taken prior to age 59½ an additional 10% federal penalty tax.

Although the contract value may be affected by the performance of an index, the contract does not directly or indirectly participate in any stock or equity investment including but not limited to, any dividend payment attributable to any such stock or equity investment.

This is a brief product description. Consult the annuity contract for a detailed description of benefits, limitations and restrictions. The contract terms and provisions will prevail.

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Are not guaranteed by a bank or its affiliates.	May decrease in value.
Are not insured by the FDIC or any other federal government agency.	