



LSW's Competitive Edge

LSW Announces New Annuity Interest Rates

July 15, 2010

Life Insurance Company of the Southwest (LSW) continues to be an industry leader in offering competitive interest rates on its traditional fixed and indexed annuities.

You can view LSW's credited interest rate history firsthand, as we make our rate history available at www.lifeofsw.com or www.nationallife.com.

Rates effective for premiums received on or after 07/22/10.

	Point-to-Point		Point-to-Daily Average		Declared Rate
	Index Rate	Cap	Index Rate	Cap	
SecurePlus Platinum	100%	5.60%	40.00%	N/A	2.50%
SecurePlus Gold (Policies issued after April 21, 2006)	100%	4.50%	32.50%	N/A	2.05%
SecurePlus Gold** (Policies issued before April 21, 2006)	70%	4.25%	32.50%	N/A	2.05%
SecurePlus Silver	100%	4.00%	30.00%	N/A	1.95%
SecurePlus Elite (TSA/457 Only)	100%	4.60%	35.00%	N/A	2.10%

***Rates also apply to SecurePlus Flex, SecurePlus Select, SecurePlus TSA, and SecurePlus Select TSA.*

Rates effective for premiums received on or after 07/29/10.*

	Point-to-Point		Point-to-Daily Average		Declared Rate	Immediate Interest Credit
	Index Rate	Cap	Index Rate	Cap		
SecurePlus Accumulator 5	100%	5.00%	40.00%	N/A	2.45%	5.00%
SecurePlus Accumulator 3	100%	4.00%	30.00%	N/A	2.45%	3.00%
SecurePlus TLC	100%	4.00%	30.00%	N/A	1.95%	N/A

**Policies issued on the 7th, 14th, 21st, and 28th of each month.*

SecurePlus Saver Series Interest Rates

LSW has a history of offering excellent fixed and indexed annuities and very competitive rates. This tradition is carried on in the new *SecurePlus Saver* Series of indexed annuities.

The *SecurePlus Saver* Series Single Premium Deferred Annuities are designed with integrity in pricing and rates.

Rates effective for premiums received on or after 07/29/10*.	S&P 500®					
	Point-to-Point Option 1		Point-to-Point Option 2		Point-to-Daily Average	
	Index Rate	Cap	Index Rate	Cap	Index Rate	Cap
SecurePlus Saver	Product temporarily unavailable. No applications accepted after 07/30/2010.					
SecurePlus Saver Select	100%	3.75%	50%	3.95 %	30.00%	N/A
SecurePlus Premier 3 (3% Immediate Interest Credit)	100%	3.75%	50%	3.95 %	30.00%	N/A
SecurePlus Premier 8 (3% Immediate Interest Credit & 5% BAV)	100%	3.75%	50%	3.95 %	30.00%	N/A
SecurePlus Premier 10 (10% BAV)	100%	3.75 %	140%	3.55%	30.00%	N/A

Rates effective for premiums received on or after 07/29/10*.	Russell 2000®				Declared Rate
	Point-to-Point Option 1		Point-to-Point Option 2		Fixed Rate
	Index Rate	Cap	Index Rate	Cap	
SecurePlus Saver	Product temporarily unavailable. No applications accepted after 07/30/2010.				
SecurePlus Saver Select	100%	3.75%	50%	3.95 %	1.95%
SecurePlus Premier 3 (3% Immediate Interest Credit)	100%	3.75%	50%	3.95 %	1.95%
SecurePlus Premier 8 (3% Immediate Interest Credit & 5% BAV)	100%	3.75%	50%	3.95 %	1.95%
SecurePlus Premier 10 (10% BAV)	100%	3.75 %	140%	3.55%	2.45%

*Policies are issued on the 7th, 14th, 21st, and 28th.

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<i>Fixed Interest Annuity Rates effective for premiums received on or after 07/22/10.</i>	Base Interest Rate	Additional Interest	1st Policy Year Interest Rate*
Flexible Premiums			
RetireOne	2.00%	1.00%	3.00%
RetireTwo	2.20%	1.00%	3.20%
RetireThree	2.30%		2.30%
RetireFour	2.40%	1.00%	3.40%
RetireFive	2.00%	5.00%	7.00%
RetireMax Roth Advantage	2.20%	1.00%	3.20%
TSA Flexible Premiums			
RetireMax FPDA I	2.00%	1.00%	3.00%
RetireMax FPDA II	2.20%	1.00%	3.20%
RetireMax FPDA III	2.30%		2.30%
RetireMax FPDA III Plus	2.20%		2.20%
RetireMax FPDA IV	2.40%	1.00%	3.40%
RetireMax TSA 90	2.20%		2.20%
Texas Star (Texas only)	2.30%		2.30%
Texas Star + (Texas only)	2.20%		2.20%
Texas Choice (Texas only)	2.20%		2.20%
RetireMax Millennium Flex	2.00%	5.00%	7.00%

*Current Interest rate for one year on premiums paid in the 1st Policy Year. The Base Interest Rate is the rate payable on premiums paid in renewal years.

<i>Single Premium Annuity Rates effective for policies issued on or after 07/22/10.</i>	Base Interest Rate	Additional Interest	1st Policy Year Interest Rate
Single Premium			
RetireMax Millennium Plus	2.00%	5.00%	7.00%
RetireMax TLC	2.25%		2.25%
SureRate 2	Product temporarily unavailable. No applications accepted after 07/30/2010.		

Generation 1 Guaranteed Lifetime Income Riders (GLIR)

<i>Riders submitted prior to 10/01/2009 and paid prior to 1/1/2010</i>	Accumulation Years¹	Initial Rollup Rate for First Year Premiums²	Initial Rollup Rate for Renewal Premiums³
Indexed SPDA	20	7.00%	-
Indexed Flex	20	7.00%	6.00%
Indexed Flex TSA/457	30	7.00%	6.00%
Fixed SPDA	20	7.00%	-
Fixed Flex	20	7.00%	6.00%
Fixed Flex TSA/457	30	7.00%	6.00%

Generation 2 Guaranteed Lifetime Income Riders (GLIR)

<i>Riders submitted and issued after 9/30/2009</i>	Accumulation Years¹	Initial Rollup Rate for All Premiums⁴
Indexed SPDA	20	7.00% (8.15%)*
Indexed Flex	20	7.00%
Indexed Flex TSA/457	30	7.00%
Fixed SPDA	20	7.00%
Fixed Flex	20	7.00%
Fixed Flex TSA/457	30	7.00%

* Riders submitted on Indexed SPDA policies between 5/17/10 and 7/30/10, and paid prior to 10/29/10 will receive the Summer Special GLIR with an initial rollup rate of 8.15%. Please see the GLIR Summer Special announcement for details.

¹ Accumulation Years is the maximum time period during which Rollup Rates are applied to the Income Calculation Base.

² Initial Rollup Rates applicable to first year premiums on Generation 1 Riders.

³ Initial Rollup Rates applicable to renewal premiums paid after 9/30/2009 on Generation 1 Riders.

⁴ Initial Rollup Rates applicable to all premiums on Generation 2 riders.

Initial Rollup Rates applicable to new premiums are subject to change without notice.

Annuity Rate Information is for **AGENT USE ONLY**.

These annuity rates will be applicable for all premiums received on or after the dates indicated on the annuity products shown. Premium received after 12 p.m. (Central Standard Time) will have an effective date of the following day and will receive the rate effective on that date. If the 21st is a Saturday, Sunday, or a recognized national holiday, premium must be received by 12 p.m. Central Time the business day immediately preceding the 21st. Not all annuity products are approved in all states. Please check the State Approvals for each annuity product for availability.