

2013 LIFE INSURANCE PRODUCT UPDATE

In response to new NAIC reserve guidelines and the economic environment, Nationwide[®] is updating its life insurance products. Thanks to our long practice of responsible product design and pricing, we are able to keep our core product changes to a minimum.

PRICING CHANGES

Nationwide YourLife[®] No-Lapse Guarantee UL

- Prices will increase in some cases, but many cases will have lower prices
 - Most price increases will be in single-pay premiums
 - Most price reductions will be in level-pay premiums
- Changes will vary for different age, risk class and face amount combinations
- A comparison of our new pricing to other carriers will be available in late November 2012
- Any policy issued on or after 1/1/13 will have the new rates

Nationwide YourLife[®] No-Lapse Guarantee SUL II

- New pricing, which we're working to keep as close as possible to the 2012 pricing, is being finalized and will be announced in late November 2012
- Any policy issued on or after 1/1/13 will have the new rates

Important transition dates

- To get the current 2012 pricing, policies must be issued on or before 12/31/12
 - Applications for these products must be signed no later than 12/31/12
 - Applications must be received by Nationwide in good order by end of day 1/11/13
 - Policies signed in 2012 will have coverage effective as of 12/31/12 or earlier, no matter when funding is received by Nationwide; this also applies to the current Nationwide YourLife No-Lapse Guarantee UL pricing promotion (see FLM-0853AO for promotion details)
 - Policies must be funded and in force by 3/1/13; only exceptions are 1035 and NY Regulation 60
- For NY Reg 60 and 1035 cases, the applicable paperwork must be signed by 12/31/12, and received in good order at Nationwide by 1/11/13

PRODUCTS BEING CLOSED TO NEW BUSINESS

Nationwide YourLife[®] ULtimate and Nationwide YourLife[®] SUL in Puerto Rico

- No new policies for either of these products will be issued after 12/31/12

NEW TARGET PREMIUMS

Nationwide YourLife[®] Indexed UL

- Reduction in target premium for policies with the Extended Death Benefit Guarantee rider
 - Even with this change, our IUL target premium remains very competitive, placing at or near the top for most ages and underwriting classes when compared to other carriers
- Target premium for death benefit option 2 will match death benefit option 1
 - In many cases, this will be an increase in target premium
 - This change applies to all Nationwide YourLife IUL policies, not just those with the Extended Death Benefit Guarantee rider
- Guaranteed minimum participation rate of 100% for both indexed interest strategies
 - Now both the monthly average and annual point-to-point indexed interest strategies have a 100% guaranteed minimum participation rate

Important transition dates

- To get the current 2012 target premium, policies must be issued on or before 12/31/12

INCREASE IN CASH VALUE

Nationwide YourLife® Simplified, Nationwide YourLife® WL 100 and Nationwide YourLife® 20-Pay WL

- Due to the change in the valuation interest rate, product cash values will increase for all new policies issued 1/1/2013 and after
- New cash value information will be available via Life Illustrator; cash values will no longer be available in the product rate guides
- Changes apply to PA, MN, NC, AR, NY and all other state-specific versions of the products

Important transition dates

- Cash values will increase for all new policies issued 1/1/2013 and after

Please don't hesitate to call if you have questions about any of these products.

Nationwide Sales Desk	1-800-321-6064
Nationwide Financial Network®	1-877-223-0795
Brokerage General Agents	1-888-767-7373



Nationwide®
Financial

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

FOR INSURANCE PROFESSIONAL USE ONLY — NOT FOR DISTRIBUTION WITH THE PUBLIC

Life insurance is issued by Nationwide Life Insurance Company or Nationwide Life and Annuity Insurance Company, Columbus, Ohio.

Nationwide, Nationwide Financial, Nationwide Financial Network, the Nationwide framemark and Nationwide YourLife are service marks of Nationwide Mutual Insurance Company.

© 2012 Nationwide Financial Services, Inc. All rights reserved.

FLM-0855AO.1 (11/12)