



Field
Update



December 1, 2011

Aviva announces life product changes, effective January 1, 2012

Aviva Life and Annuity Company is announcing the following life product changes, effective January 1, 2012.

- We are discontinuing sales of MultiChoice Indexed Single Premium Life.
- We will be introducing new NLG premium rates on Guarantee UL Solution III for all face amounts of \$100,000 and above, issue ages 51 and above. There will be no changes to NLG premiums on the Advantage Builder product series.
- We are lowering the fixed (declared) crediting rates on Guarantee UL Solution II and III from 4.75% to 4.50% and on Aviva LifeStage UL from 5.25% to 5.00%. The credited rates on fixed (declared) crediting strategies on all Indexed Universal Life products are also decreasing by 25 basis points.
- The cap rate on the One-Year Point-to-Point strategy will decrease by 25 basis points and the cap rate on the Two-Year Point-to-Point Strategy will decrease by 50 basis points on all Indexed Universal Life products.
- As we do at the beginning of each year, we are implementing changes to the illustrated rates on our IUL products. We use a 25-year lookback period when calculating the illustrated rates on our IUL strategies and each new year produces a new 25-year lookback period. This may cause a change in illustrated interest rates even though there is no change in cap rates. New illustrated rates will be as follows:

Lifetime Builder III

One-Year Point-to-Point Strategy

The illustrated rate will decrease from 7.65% to 7.45%

Monthly Average Strategy

The illustrated rate will decrease from 6.45% to 6.30%.

Monthly Cap Strategy

The illustrated rate will decrease from 8.70% to 8.40%.

Multiple Index Strategy

The illustrated rate will increase from 7.10% to 7.15%.

Two-Year Point-to-Point Strategy

The illustrated rate will decrease from 7.75% to 7.60%.

continued

Advantage Builder IV, Advantage Builder III, Advantage Builder II, Lifetime Builder II

One-Year Point-to-Point Strategy

The illustrated rate will decrease from 7.30% to 7.15%.

Monthly Average Strategy

The illustrated rate will decrease from 6.15% to 5.95%.

Monthly Cap Strategy

The illustrated rate will decrease from 7.95% to 7.65%.

Multiple Index Strategy

The illustrated rate will increase from 6.40% to 6.45%.

Two-Year Point-to-Point Strategy

The illustrated rate will decrease from 7.65% to 7.50%.

Indexed Survivor UL

One-Year Point-to-Point Strategy

The illustrated rate will decrease from 6.85% to 6.65%.

Monthly Average Strategy

The illustrated rate will decrease from 5.95% to 5.75%.

Monthly Cap Strategy

The illustrated rate will decrease from 7.65% to 7.35%.

Multiple Index Strategy

The illustrated rate will increase from 5.15% to 5.20%.

Two-Year Point-to-Point Strategy

The illustrated rate will decrease from 7.2% to 7.1%.

Transition guidelines

Applications for Indexed Single Premium Life must be signed by December 31, 2011, and received in the home office by end of day January 20, 2012. Likewise, to receive the current NLG premium rates on Guarantee UL Solution III, applications must be signed by December 31, 2011, and received in the home office by end of day January 20, 2012.

The new IUL cap rates will apply to new segments created on or after January 1, 2012. For existing segments, the new rates will go into effect at the end of the current segment year. Letters to inform policyholders will be mailed notifying them of this important change.



Current Interest Rates as of January 1, 2012

Lifetime Builder III (Guaranteed Rate: 2.00%)

Strategy	Illustrated Rate	Participation Rate	Cap
Basic Interest Account	4.60%	n/a	n/a
One-Year Fixed Term	4.60%	n/a	n/a
Five-Year Fixed Term	3.85%	n/a	n/a
One-Year Point-to-Point	7.45%	100.00%	12.00%
Two Year Point-to-Point	7.60%	100.00%	29.50%
One-Year Multiple Index	7.15%	100.00%	13.00%
One-Year Monthly Cap	8.40%	100.00%	4.50%
One-Year Monthly Average	6.30%	100.00%	15.00%

Advantage Builder IV, III, II and Lifetime Builder II (Guaranteed Rate: 2.00%)

Strategy	Illustrated Rate	Participation Rate	Cap
Basic Interest Account	4.50%	n/a	n/a
One-Year Fixed Term	4.50%	n/a	n/a
Five-Year Fixed Term	3.75%	n/a	n/a
One-Year Point-to-Point	7.15%	100.00%	11.25%
Two Year Point-to-Point	7.50%	100.00%	28.50%
One-Year Multiple Index	6.45%	100.00%	11.00%
One-Year Monthly Cap	7.65%	100.00%	4.00%
One-Year Monthly Average	5.95%	100.00%	13.00%

Indexed Survivor UL (Guaranteed Rate: 2.00%)

Strategy	Illustrated Rate	Participation Rate	Cap
Basic Interest Account	4.25%	n/a	n/a
Five-Year Fixed Term	3.50%	n/a	n/a
One-Year Fixed Term	4.25%	n/a	n/a
One-Year Point-to-Point	6.65%	100.00%	10.25%
Two Year Point-to-Point	7.10%	100.00%	25.50%
One-Year Multiple Index	5.20%	100.00%	8.00%
One-Year Monthly Cap	7.35%	100.00%	3.80%
One-Year Monthly Average	5.75%	100.00%	12.00%



Current Interest Rates as of January 1, 2012

Traditional Products

Products	Current Rate	Guaranteed Rate
Aviva LifeStage UL	5.00%	3.50%
Guarantee UL Solution III and II	4.50%	3.00%