

Market Share Life & Annuity

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Selected Criteria -		Year: 2009	State: SD	Codelist Basis: Business Written	Round by Thousands: No	
		Include Zero Companies: No	Line of Business: Total	Premium Type: Annuity		
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
4	65005	RiverSource Life Ins Co	MN	52,694,593	10.6871%	10.6871%
918	65056	Jackson Natl Life Ins Co	MI	52,656,477	10.6793%	21.3664%
826	91596	New York Life Ins & Ann Corp	DE	46,033,688	9.3362%	30.7025%
304	79227	Pruco Life Ins Co	AZ	24,424,562	4.9536%	35.6561%
761	90611	Allianz Life Ins Co Of N Amer	MN	19,932,178	4.0425%	39.6986%
241	61050	MetLife Investors USA Ins Co	DE	19,798,897	4.0154%	43.714%
44	61689	Aviva Life & Ann Co	IA	17,821,060	3.6143%	47.3283%
904	65838	John Hancock Life Ins Co (USA)	MI	16,332,505	3.3124%	50.6407%
968	62944	AXA Equitable Life Ins Co	NY	15,636,412	3.1712%	53.812%
20	65676	Lincoln Natl Life Ins Co	IN	13,853,300	2.8096%	56.6216%
229	80942	ING USA Ann & Llife Ins Co	IA	13,427,737	2.7233%	59.3449%
709	67466	Pacific Life Ins Co	NE	11,372,030	2.3064%	61.6513%
304	86630	Prudential Ann Life Assur Corp	CT	11,015,747	2.2341%	63.8854%
2658	92738	American Equity Invest Life Ins Co	IA	9,239,331	1.8738%	65.7592%
431	66044	Midland Natl Life Ins Co	IA	7,893,937	1.601%	67.3602%
468	86231	Transamerica Life Ins Co	IA	7,868,520	1.5958%	68.956%
241	93513	MetLlife Investors Ins Co	MO	7,752,303	1.5723%	70.5283%
332	61271	Principal Life Ins Co	IA	7,512,548	1.5236%	72.0519%
860	67091	Northwestern Mut Life Ins Co	WI	6,812,301	1.3816%	73.4335%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	6,549,688	1.3284%	74.7619%
513	63088	Farm Bureau Life Ins Co	IA	5,622,551	1.1403%	75.9022%
1129	68608	Symetra Life Ins Co	WA	5,526,301	1.1208%	77.023%
619	60895	American United Life Ins Co	IN	5,197,154	1.054%	78.077%
241	65978	Metropolitan Life Ins Co	NY	4,497,764	0.9122%	78.9892%
549	79065	Sun Life Assur Co Of Canada US	DE	4,149,262	0.8415%	79.8307%
458	68136	Protective Life Ins Co	TN	4,129,685	0.8375%	80.6683%
408	60739	American Natl Ins Co	TX	3,769,984	0.7646%	81.4329%
261	69868	United Of Omaha Life Ins Co	NE	3,661,476	0.7426%	82.1755%
12	60488	American Gen Life Ins Co	TX	3,456,708	0.7011%	82.8765%
248	69973	United Life Ins Co	IA	3,442,922	0.6983%	83.5748%
769	68322	Great W Life & Ann Ins Co	CO	3,389,989	0.6875%	84.2623%
	66850	National Western Life Ins Co	CO	3,277,420	0.6647%	84.927%
200	69663	USAA Life Ins Co	TX	3,132,788	0.6354%	85.5624%
749	64939	Investors Ins Corp	DE	2,928,818	0.594%	86.1564%

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1266	91642	Forethought Life Ins Co	IN	2,824,053	0.5727%	86.7291%
704	67172	Ohio Natl Life Ins Co	OH	2,765,738	0.5609%	87.2901%
2598	63274	OM Fin Life Ins Co	MD	2,698,026	0.5472%	87.8372%
176	69108	State Farm Life Ins Co	IL	2,679,932	0.5435%	88.3808%
12	70238	Variable Ann Life Ins Co	TX	2,654,997	0.5385%	88.9192%
8	60186	Allstate Life Ins Co	IL	2,600,039	0.5273%	89.4465%
	61492	Liberty Life Ins Co	SC	2,591,423	0.5256%	89.9721%
300	64513	Horace Mann Life Ins Co	IL	2,408,226	0.4884%	90.4605%
241	87726	Metlife Ins Co of CT	CT	2,165,691	0.4392%	90.8998%
431	66974	North Amer Co Life & Hlth Ins	IA	2,094,192	0.4247%	91.3245%
229	67105	Reliastar Life Ins Co	MN	1,894,131	0.3842%	91.7086%
513	62510	Equitrust Life Ins Co	IA	1,854,226	0.3761%	92.0847%
4011	70025	Genworth Life Ins Co	DE	1,761,432	0.3572%	92.4419%
12	60941	SunAmerica Ann & Life Assur Co	AZ	1,729,839	0.3508%	92.7928%
229	86509	Ing Life Ins & Ann Co	CT	1,692,805	0.3433%	93.1361%
8	65595	Lincoln Benefit Life Co	NE	1,487,615	0.3017%	93.4378%
468	79022	Merrill Lynch Life Ins Co	AR	1,422,000	0.2884%	93.7262%
2938	97721	Thrivent Life Ins Co	MN	1,407,462	0.2854%	94.0116%
435	93432	CM Life Ins Co	CT	1,345,962	0.273%	94.2846%
233	61263	Bankers Life & Cas Co	IL	1,339,479	0.2717%	94.5563%
1348	69019	Standard Ins Co	OR	1,322,400	0.2682%	94.8245%
306	62626	Cuna Mut Ins Society	IA	1,259,654	0.2555%	95.0799%
473	60399	American Family Life Ins Co	WI	1,252,976	0.2541%	95.3341%
943	80837	Union Central Life Ins Co	NE	1,176,568	0.2386%	95.5727%
140	66869	Nationwide Life Ins Co	OH	1,140,816	0.2314%	95.804%
	62928	EMC Natl Life Co	IA	1,125,871	0.2283%	96.0324%
212	63177	Farmers New World Life Ins Co	WA	1,015,526	0.206%	96.2383%
869	66168	Minnesota Life Ins Co	MN	999,234	0.2027%	96.441%
435	65935	Massachusetts Mut Life Ins Co	MA	897,874	0.1821%	96.6231%
84	63312	Great Amer Life Ins Co	OH	874,504	0.1774%	96.8005%
	71439	Assurity Life Ins Co	NE	844,007	0.1712%	96.9716%
917	71129	Fort Dearborn Life Ins Co	IL	827,323	0.1678%	97.1394%
91	88072	Hartford Life Ins Co	CT	802,167	0.1627%	97.3021%
619	69116	State Life Ins Co	IN	785,325	0.1593%	97.4614%
304	68241	Prudential Ins Co Of Amer	NJ	783,936	0.159%	97.6204%
12	70432	Western Natl Life Ins Co	TX	773,680	0.1569%	97.7773%
4011	65536	Genworth Life & Ann Ins Co	VA	615,054	0.1247%	97.902%
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	60445	Sagicor Life Ins Co	TX	581,299	0.1179%	98.0199%
280	61190	Auto Owners Life Ins Co	MI	569,689	0.1155%	98.1355%
429	78778	Guardian Ins & Ann Co Inc	DE	564,271	0.1144%	98.2499%
244	76236	Cincinnati Life Ins Co	OH	535,685	0.1086%	98.3585%
169	68810	Sentry Life Ins Co	WI	505,473	0.1025%	98.4611%
367	72125	Physicians Life Ins Co	NE	486,591	0.0987%	98.5597%
870	68675	Security Benefit Life Ins Co	KS	482,321	0.0978%	98.6576%
943	61301	Ameritas Life Ins Corp	NE	481,516	0.0977%	98.7552%
19	70408	Union Security Ins Co	KS	402,077	0.0815%	98.8368%
84	93661	Annuity Investors Life Ins Co	OH	374,414	0.0759%	98.9127%
468	66281	Monumental Life Ins Co	IA	363,858	0.0738%	98.9865%
403	93548	PHL Variable Ins Co	CT	336,488	0.0682%	99.0547%
449	61999	Americo Fin Life & Ann Ins Co	TX	305,351	0.0619%	99.1167%
634	65528	Life Ins Co Of The Southwest	TX	294,892	0.0598%	99.1765%
74	68381	Reliance Standard Life Ins Co	IL	280,762	0.0569%	99.2334%
3436	68543	Liberty Bankers Life Ins Co	OK	263,789	0.0535%	99.2869%
836	74780	Integrity Life Ins Co	OH	255,795	0.0519%	99.3388%
	68039	Presidential Life Ins Co	NY	243,084	0.0493%	99.3881%
836	65242	Lafayette Life Ins Co	IN	239,708	0.0486%	99.4367%
588	65129	Kansas City Life Ins Co	MO	221,795	0.045%	99.4817%
850	67644	Penn Mut Life Ins Co	PA	206,983	0.042%	99.5237%
19	67989	American Memorial Life Ins Co	SD	203,320	0.0412%	99.5649%
3891	84824	Commonwealth Ann & Life Ins Co	MA	167,806	0.034%	99.5989%
458	70335	West Coast Life Ins Co	NE	146,087	0.0296%	99.6286%
84	65722	Loyal Amer Life Ins Co	OH	145,709	0.0296%	99.6581%
471	62383	Centurion Life Ins Co	IA	141,350	0.0287%	99.6868%
634	66680	National Life Ins Co	VT	125,713	0.0255%	99.7123%
	77925	Western United Life Assur Co	WA	124,762	0.0253%	99.7376%
91	71153	Hartford Life & Ann Ins Co	CT	120,462	0.0244%	99.762%
1216	60142	TIAA Cref Life Ins Co	NY	119,189	0.0242%	99.7862%
233	70319	Washington Natl Ins Co	IL	97,867	0.0198%	99.806%
468	91413	Western Reserve Life Assur Co of OH	OH	85,369	0.0173%	99.8234%
689	81043	Bankers Life Ins Co	FL	85,000	0.0172%	99.8406%
241	91626	New England Life Ins Co	MA	78,620	0.0159%	99.8565%
836	92622	Western Southern Life Assur Co	OH	63,495	0.0129%	99.8694%
981	93696	Fidelity Investments Life Ins Co	UT	57,924	0.0117%	99.8812%
468	70688	Transamerica Financial Life Ins Co	NY	53,140	0.0108%	99.8919%
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	66915	New York Life Ins Co	NY	53,040	0.0108%	99.9027%
233	60682	Conseco Ins Co	IL	53,040	0.0108%	99.9135%
	88668	Mutual Of Amer Life Ins Co	NY	51,702	0.0105%	99.9239%
19	69477	Time Ins Co	WI	39,428	0.008%	99.9319%
1211	66583	National Guardian Life Ins Co	WI	36,796	0.0075%	99.9394%
212	90557	Kemper Investors Life Ins Co	IL	36,077	0.0073%	99.9467%
3527	70629	World Ins Co	NE	29,952	0.0061%	99.9528%
7	63258	Federated Life Ins Co	MN	27,200	0.0055%	99.9583%
	64580	Illinois Mut Life Ins Co	IL	27,066	0.0055%	99.9638%
901	62308	Connecticut Gen Life Ins Co	CT	23,132	0.0047%	99.9685%
801	99775	Funeral Directors Life Ins Co	TX	18,071	0.0037%	99.9722%
619	67911	Pioneer Mut Life Ins Co	ND	15,680	0.0032%	99.9753%
549	72664	Sun Life Ins & Ann Co of NY	NY	12,000	0.0024%	99.9778%
84	63479	United Teacher Assoc Ins Co	TX	10,336	0.0021%	99.9799%
707	62286	Golden Rule Ins Co	IN	9,220	0.0019%	99.9817%
	65927	Lincoln Heritage Life Ins Co	IL	8,288	0.0017%	99.9834%
8	60534	American Heritage Life Ins Co	FL	8,000	0.0016%	99.985%
450	65781	Madison Natl Life Ins Co Inc	WI	7,990	0.0016%	99.9867%
181	70211	Reassure Amer Life Ins Co	IN	7,470	0.0015%	99.9882%
84	71404	Continental Gen Ins Co	OH	7,450	0.0015%	99.9897%
344	61875	Church Life Ins Corp	NY	6,830	0.0014%	99.9911%
687	64211	Guarantee Trust Life Ins Co	IL	6,552	0.0013%	99.9924%
233	65900	Conseco Life Ins Co	IN	3,471	0.0007%	99.9931%
	64017	Jefferson Natl Life Ins Co	TX	3,262	0.0007%	99.9938%
4172	69132	State Mut Ins Co	GA	2,572	0.0005%	99.9943%
	60542	American Home Life Ins Co	KS	2,500	0.0005%	99.9948%
917	84786	Colorado Bankers Life Ins Co	CO	2,398	0.0005%	99.9953%
896	69566	Trans World Assur Co	CA	2,136	0.0004%	99.9957%
	71854	AAA Life Ins Co	MI	2,000	0.0004%	99.9961%
968	78077	Mony Life Ins Co Of Amer	AZ	1,800	0.0004%	99.9965%
449	66540	National Farmers Union Life Ins Co	TX	1,650	0.0003%	99.9968%
953	60763	American Pioneer Life Ins Co	FL	1,600	0.0003%	99.9971%
1327	68594	American Amicable Life Ins Co Of TX	TX	1,518	0.0003%	99.9975%
449	87645	United Fidelity Life Ins Co	TX	1,423	0.0003%	99.9977%
403	67814	Phoenix Life Ins Co	NY	1,227	0.0002%	99.998%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	99.9982%
863	92649	American Underwriters Life Ins Co	AZ	1,200	0.0002%	99.9985%
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	69256	Sunamerica Life Ins Co	AZ	1,200	0.0002%	99.9987%
	62421	Heritage Union Life Ins Co	AZ	975	0.0002%	99.9989%
	64505	Homesteaders Life Co	IA	848	0.0002%	99.9991%
41	65919	Primerica Life Ins Co	MA	663	0.0001%	99.9992%
	60227	Trinity Life Ins Co	OK	500	0.0001%	99.9993%
4	80594	Riversource Life Ins Co Of NY	NY	480	0.0001%	99.9994%
84	67083	Manhattan Natl Life Ins Co	IL	400	0.0001%	99.9995%
119	70580	Humanadental Ins Co	WI	393	0.0001%	99.9996%
12	66672	American Gen Life & Acc Ins Co	TN	377	0.0001%	99.9997%
264	66087	Mid West Natl Life Ins Co Of TN	TX	365	0.0001%	99.9997%
	60429	American Fidelity Life Ins Co	FL	364	0.0001%	99.9998%
1327	67148	Occidental Life Ins Co Of NC	TX	357	0.0001%	99.9999%
449	63487	Investors Life Ins Co N Amer	TX	300	0.0001%	99.9999%
492	68721	Security Life Ins Co Of Amer	MN	180	0%	100%
408	71773	American Natl Life Ins Co Of TX	TX	105	0%	100%
	65641	Lincoln Mut Life & Cas Ins Co	ND	100	0%	100%
4299	70130	Universal Guar Life Ins Co	OH	71	0%	100%
19	60275	American Bankers Life Assur Co Of FL	FL	56	0%	100%
290	94099	United Investors Life Ins Co	NE	-221	-0%	100%
	164	Companies in Report		493,069,263	100%	100%

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