

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: Deposit-Type Contract Funds		
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
332	61271	Principal Life Ins Co	IA	21,230,406	48.6992%	48.6992%
1	60054	Aetna Life Ins Co	CT	5,980,536	13.7184%	62.4176%
91	88072	Hartford Life Ins Co	CT	4,628,383	10.6168%	73.0344%
304	93629	Prudential Retirement Ins & Ann Co	CT	2,221,774	5.0964%	78.1308%
44	61689	Aviva Life & Ann Co	IA	1,389,348	3.1869%	81.3177%
403	67814	Phoenix Life Ins Co	NY	886,214	2.0328%	83.3506%
212	63177	Farmers New World Life Ins Co	WA	836,855	1.9196%	85.2702%
1129	68608	Symetra Life Ins Co	WA	614,137	1.4087%	86.6789%
241	61050	MetLife Investors USA Ins Co	DE	609,520	1.3981%	88.077%
261	69868	United Of Omaha Life Ins Co	NE	601,543	1.3798%	89.4569%
826	91596	New York Life Ins & Ann Corp	DE	570,334	1.3083%	90.7651%
850	67644	Penn Mut Life Ins Co	PA	388,290	0.8907%	91.6558%
200	69663	USAA Life Ins Co	TX	323,119	0.7412%	92.397%
4011	70025	Genworth Life Ins Co	DE	281,337	0.6453%	93.0423%
	71439	Assurity Life Ins Co	NE	264,314	0.6063%	93.6486%
513	62510	Equitrust Life Ins Co	IA	258,491	0.5929%	94.2416%
468	79022	Merrill Lynch Life Ins Co	AR	234,784	0.5386%	94.7801%
468	86231	Transamerica Life Ins Co	IA	224,920	0.5159%	95.2961%
367	72125	Physicians Life Ins Co	NE	198,104	0.4544%	95.7505%
619	60895	American United Life Ins Co	IN	193,000	0.4427%	96.1932%
304	68241	Prudential Ins Co Of Amer	NJ	154,164	0.3536%	96.5468%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	148,336	0.3403%	96.8871%
431	66974	North Amer Co Life & Hlth Ins	IA	145,308	0.3333%	97.2204%
	62928	EMC Natl Life Co	IA	138,627	0.318%	97.5384%
4011	65536	Genworth Life & Ann Ins Co	VA	110,594	0.2537%	97.7921%
458	68136	Protective Life Ins Co	TN	104,641	0.24%	98.0321%
943	61301	Ameritas Life Ins Corp	NE	100,747	0.2311%	98.2632%
19	69477	Time Ins Co	WI	81,369	0.1866%	98.4498%
	66850	National Western Life Ins Co	CO	80,311	0.1842%	98.6341%
918	65056	Jackson Natl Life Ins Co	MI	71,688	0.1644%	98.7985%
431	66044	Midland Natl Life Ins Co	IA	67,703	0.1553%	98.9538%
248	69973	United Life Ins Co	IA	66,483	0.1525%	99.1063%
869	66168	Minnesota Life Ins Co	MN	58,708	0.1347%	99.241%
	77925	Western United Life Assur Co	WA	56,901	0.1305%	99.3715%

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Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
84	63312	Great Amer Life Ins Co	OH	50,701	0.1163%	99.4878%
290	94099	United Investors Life Ins Co	NE	44,510	0.1021%	99.5899%
860	67091	Northwestern Mut Life Ins Co	WI	43,274	0.0993%	99.6892%
943	60038	Acacia Life Ins Co	DC	43,246	0.0992%	99.7884%
212	90557	Kemper Investors Life Ins Co	IL	43,176	0.099%	99.8874%
176	69108	State Farm Life Ins Co	IL	25,000	0.0573%	99.9447%
513	63088	Farm Bureau Life Ins Co	IA	24,752	0.0568%	100.0015%
229	86509	Ing Life Ins & Ann Co	CT	23,229	0.0533%	100.0548%
704	67172	Ohio Natl Life Ins Co	OH	4,694	0.0108%	100.0656%
4553	70435	The Savings Bank Life Ins Co Of MA	MA	2,719	0.0062%	100.0718%
229	67105	Reliastar Life Ins Co	MN	2,585	0.0059%	100.0777%
306	62626	Cuna Mut Ins Society	IA	2,545	0.0058%	100.0836%
4172	69132	State Mut Ins Co	GA	1,644	0.0038%	100.0873%
123	65757	Shelter Life Ins Co	MO	1,499	0.0034%	100.0908%
901	62308	Connecticut Gen Life Ins Co	CT	1,400	0.0032%	100.094%
917	84786	Colorado Bankers Life Ins Co	CO	1,395	0.0032%	100.0972%
690	61751	Central States H & L Co Of Omaha	NE	1,157	0.0027%	100.0998%
429	64246	Guardian Life Ins Co Of Amer	NY	654	0.0015%	100.1013%
449	67180	Ohio State Life Ins Co	TX	572	0.0013%	100.1027%
84	65722	Loyal Amer Life Ins Co	OH	407	0.0009%	100.1036%
41	60518	American Hlth & Life Ins Co	TX	390	0.0009%	100.1045%
468	66281	Monumental Life Ins Co	IA	274	0.0006%	100.1051%
19	67989	American Memorial Life Ins Co	SD	226	0.0005%	100.1056%
	63223	Federal Life Ins Co	IL	208	0.0005%	100.1061%
2878	63983	United Heritage Life Ins Co	ID	162	0.0004%	100.1065%
	61492	Liberty Life Ins Co	SC	92	0.0002%	100.1067%
1211	97241	Settlers Life Ins Co	WI	38	0.0001%	100.1068%
468	91413	Western Reserve Life Assur Co of OH	OH	16	0%	100.1068%
304	79227	Pruco Life Ins Co	AZ	12	0%	100.1068%
943	80837	Union Central Life Ins Co	NE	11	0%	100.1069%
449	87645	United Fidelity Life Ins Co	TX	7	0%	100.1069%
449	66540	National Farmers Union Life Ins Co	TX	5	0%	100.1069%
687	64211	Guarantee Trust Life Ins Co	IL	-341	-0.0008%	100.1061%
	61182	Aurora Natl Life Assur Co	CA	-1,262	-0.0029%	100.1032%
2598	63274	OM Fin Life Ins Co	MD	-45,000	-0.1032%	100%
	69	Companies in Report		43,594,986	100%	100%