

Market Share Life & Annuity

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Selected Criteria		Year: 2010	State: SD	Codelist Basis: Licensed	Round by Thousands: No	
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
-		Include Zero Companies: No	Line of Business: Total	Premium Type: Annuity		
918	65056	Jackson Natl Life Ins Co	MI	83,291,461	16.7705%	16.7705%
4	65005	RiverSource Life Ins Co	MN	40,027,563	8.0594%	24.8299%
826	91596	New York Life Ins & Ann Corp	DE	38,336,685	7.719%	32.5489%
304	79227	Pruco Life Ins Co	AZ	33,446,981	6.7345%	39.2834%
241	61050	MetLife Investors USA Ins Co	DE	24,953,177	5.0243%	44.3076%
761	90611	Allianz Life Ins Co Of N Amer	MN	19,407,960	3.9077%	48.2154%
20	65676	Lincoln Natl Life Ins Co	IN	18,275,240	3.6797%	51.895%
2658	92738	American Equity Invest Life Ins Co	IA	15,755,127	3.1723%	55.0673%
44	61689	Aviva Life & Ann Co	IA	15,216,733	3.0638%	58.1311%
431	66044	Midland Natl Life Ins Co	IA	13,396,075	2.6973%	60.8284%
968	62944	AXA Equitable Life Ins Co	NY	11,977,811	2.4117%	63.2401%
229	80942	ING USA Ann & Life Ins Co	IA	8,495,026	1.7104%	64.9505%
513	63088	Farm Bureau Life Ins Co	IA	7,856,481	1.5819%	66.5324%
904	65838	John Hancock Life Ins Co (USA)	MI	7,416,570	1.4933%	68.0257%
769	68322	Great W Life & Ann Ins Co	CO	6,710,231	1.3511%	69.3768%
860	67091	Northwestern Mut Life Ins Co	WI	6,668,839	1.3428%	70.7196%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	6,539,501	1.3167%	72.0363%
709	67466	Pacific Life Ins Co	NE	6,526,270	1.314%	73.3503%
332	61271	Principal Life Ins Co	IA	5,991,883	1.2064%	74.5568%
408	60739	American Natl Ins Co	TX	5,818,109	1.1715%	75.7282%
619	60895	American United Life Ins Co	IN	5,764,610	1.1607%	76.8889%
	66850	National Western Life Ins Co	CO	5,685,068	1.1447%	78.0336%
304	86630	Prudential Ann Life Assur Corp	CT	5,606,780	1.1289%	79.1625%
431	66974	North Amer Co Life & Hlth Ins	IA	5,421,053	1.0915%	80.254%
458	68136	Protective Life Ins Co	TN	4,583,437	0.9229%	81.1769%
1129	68608	Symetra Life Ins Co	WA	4,324,991	0.8708%	82.0477%
468	86231	Transamerica Life Ins Co	IA	3,849,356	0.7751%	82.8227%
549	79065	Sun Life Assur Co Of Canada US	DE	3,620,846	0.729%	83.5518%
869	66168	Minnesota Life Ins Co	MN	3,492,187	0.7031%	84.2549%
2598	63274	OM Fin Life Ins Co	MD	3,238,398	0.652%	84.907%
	61492	Liberty Life Ins Co	SC	2,987,593	0.6015%	85.5085%
12	60941	SunAmerica Ann & Life Assur Co	AZ	2,897,396	0.5834%	86.0919%
229	86509	Ing Life Ins & Ann Co	CT	2,841,584	0.5721%	86.664%
200	69663	USAA Life Ins Co	TX	2,787,711	0.5613%	87.2253%

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244	76236	Cincinnati Life Ins Co	OH	2,779,675	0.5597%	87.785%
300	64513	Horace Mann Life Ins Co	IL	2,650,526	0.5337%	88.3187%
306	62626	Cuna Mut Ins Society	IA	2,580,232	0.5195%	88.8382%
241	93513	MetLife Investors Ins Co	MO	2,550,745	0.5136%	89.3518%
12	70238	Variable Ann Life Ins Co	TX	2,489,449	0.5012%	89.8531%
176	69108	State Farm Life Ins Co	IL	2,444,052	0.4921%	90.3452%
1266	91642	Forethought Life Ins Co	IN	2,279,403	0.459%	90.8041%
704	67172	Ohio Natl Life Ins Co	OH	2,150,784	0.4331%	91.2372%
241	87726	Metlife Ins Co of CT	CT	1,967,950	0.3962%	91.6334%
261	69868	United Of Omaha Life Ins Co	NE	1,895,807	0.3817%	92.0151%
169	68810	Sentry Life Ins Co	WI	1,835,282	0.3695%	92.3846%
2938	97721	Thrivent Life Ins Co	MN	1,763,522	0.3551%	92.7397%
12	60488	American Gen Life Ins Co	TX	1,749,547	0.3523%	93.092%
233	61263	Bankers Life & Cas Co	IL	1,673,782	0.337%	93.429%
12	70432	Western Natl Life Ins Co	TX	1,525,119	0.3071%	93.7361%
435	65935	Massachusetts Mut Life Ins Co	MA	1,457,591	0.2935%	94.0296%
1348	69019	Standard Ins Co	OR	1,420,994	0.2861%	94.3157%
84	63312	Great Amer Life Ins Co	OH	1,410,664	0.284%	94.5997%
4011	70025	Genworth Life Ins Co	DE	1,365,391	0.2749%	94.8746%
248	69973	United Life Ins Co	IA	1,299,116	0.2616%	95.1362%
513	62510	Equitrust Life Ins Co	IA	1,287,658	0.2593%	95.3955%
619	69116	State Life Ins Co	IN	1,220,238	0.2457%	95.6412%
943	80837	Union Central Life Ins Co	NE	1,066,933	0.2148%	95.856%
367	72125	Physicians Life Ins Co	NE	1,064,683	0.2144%	96.0704%
8	60186	Allstate Life Ins Co	IL	1,054,447	0.2123%	96.2827%
229	67105	Reliastar Life Ins Co	MN	1,014,365	0.2042%	96.4869%
241	65978	Metropolitan Life Ins Co	NY	953,910	0.1921%	96.679%
4011	65536	Genworth Life & Ann Ins Co	VA	922,434	0.1857%	96.8647%
836	65242	Lafayette Life Ins Co	IN	913,127	0.1839%	97.0486%
429	78778	Guardian Ins & Ann Co Inc	DE	853,974	0.1719%	97.2205%
943	61301	Ameritas Life Ins Corp	NE	838,243	0.1688%	97.3893%
836	92622	Western Southern Life Assur Co	OH	833,920	0.1679%	97.5572%
280	61190	Auto Owners Life Ins Co	MI	833,742	0.1679%	97.7251%
212	63177	Farmers New World Life Ins Co	WA	778,082	0.1567%	97.8817%
870	68675	Security Benefit Life Ins Co	KS	702,352	0.1414%	98.0231%
473	60399	American Family Life Ins Co	WI	683,034	0.1375%	98.1607%
304	68241	Prudential Ins Co Of Amer	NJ	674,208	0.1357%	98.2964%

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	62928	EMC Natl Life Co	IA	623,034	0.1254%	98.4219%
917	71129	Fort Dearborn Life Ins Co	IL	608,048	0.1224%	98.5443%
8	65595	Lincoln Benefit Life Co	NE	555,902	0.1119%	98.6562%
	64017	Jefferson Natl Life Ins Co	TX	519,404	0.1046%	98.7608%
	71439	Assurity Life Ins Co	NE	493,996	0.0995%	98.8603%
84	93661	Annuity Investors Life Ins Co	OH	467,026	0.094%	98.9543%
3766	60445	Sagicor Life Ins Co	TX	418,381	0.0842%	99.0385%
74	68381	Reliance Standard Life Ins Co	IL	387,412	0.078%	99.1165%
91	71153	Hartford Life & Ann Ins Co	CT	384,507	0.0774%	99.194%
981	93696	Fidelity Investments Life Ins Co	UT	356,558	0.0718%	99.2658%
836	74780	Integrity Life Ins Co	OH	333,816	0.0672%	99.333%
140	66869	Nationwide Life Ins Co	OH	287,250	0.0578%	99.3908%
435	93432	CM Life Ins Co	CT	270,542	0.0545%	99.4453%
468	66281	Monumental Life Ins Co	IA	235,165	0.0473%	99.4926%
850	67644	Penn Mut Life Ins Co	PA	210,590	0.0424%	99.535%
212	90557	Zurich Amer Life Ins Co	IL	194,982	0.0393%	99.5743%
3436	68543	Liberty Bankers Life Ins Co	OK	184,291	0.0371%	99.6114%
826	66915	New York Life Ins Co	NY	182,618	0.0368%	99.6482%
449	61999	Americo Fin Life & Ann Ins Co	TX	172,330	0.0347%	99.6829%
19	70408	Union Security Ins Co	KS	171,540	0.0345%	99.7174%
588	65129	Kansas City Life Ins Co	MO	162,066	0.0326%	99.75%
	64580	Illinois Mut Life Ins Co	IL	145,815	0.0294%	99.7794%
	68039	Presidential Life Ins Co	NY	122,059	0.0246%	99.804%
634	65528	Life Ins Co Of The Southwest	TX	103,644	0.0209%	99.8248%
403	93548	PHL Variable Ins Co	CT	103,626	0.0209%	99.8457%
12	66842	American Gen Life Ins Co of DE	DE	100,000	0.0201%	99.8658%
233	70319	Washington Natl Ins Co	IN	81,341	0.0164%	99.8822%
91	88072	Hartford Life Ins Co	CT	77,923	0.0157%	99.8979%
50	94218	Country Investors Life Assur Co	IL	67,586	0.0136%	99.9115%
574	76112	Oxford Life Ins Co	AZ	53,100	0.0107%	99.9222%
468	91413	Western Reserve Life Assur Co of OH	OH	49,350	0.0099%	99.9321%
	77925	Western United Life Assur Co	WA	39,942	0.008%	99.9402%
7	63258	Federated Life Ins Co	MN	39,719	0.008%	99.9482%
	60542	American Home Life Ins Co	KS	39,000	0.0079%	99.956%
468	70688	Transamerica Financial Life Ins Co	NY	34,472	0.0069%	99.963%
1216	60142	TIAA Cref Life Ins Co	NY	33,844	0.0068%	99.9698%
1211	66583	National Guardian Life Ins Co	WI	29,224	0.0059%	99.9757%
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	84514	Industrial Alliance Pacific Ins & Fi	WA	25,000	0.005%	99.9807%
12	69256	Sunamerica Life Ins Co	AZ	23,600	0.0048%	99.9855%
634	66680	National Life Ins Co	VT	17,265	0.0035%	99.9889%
19	67989	American Memorial Life Ins Co	SD	15,639	0.0031%	99.9921%
775	90247	Pharmacists Life Ins Co	IA	14,077	0.0028%	99.9949%
619	67911	Pioneer Mut Life Ins Co	ND	13,140	0.0026%	99.9976%
290	92916	United Amer Ins Co	NE	12,000	0.0024%	100%
233	65900	Conseco Life Ins Co	IN	9,498	0.0019%	100.0019%
	65927	Lincoln Heritage Life Ins Co	IL	8,294	0.0017%	100.0036%
	84174	Employees Life Co Mut	IL	8,218	0.0017%	100.0052%
8	60534	American Heritage Life Ins Co	FL	8,000	0.0016%	100.0068%
84	63479	United Teacher Assoc Ins Co	TX	7,645	0.0015%	100.0084%
450	65781	Madison Natl Life Ins Co Inc	WI	7,428	0.0015%	100.0099%
181	70211	Reassure Amer Life Ins Co	IN	6,147	0.0012%	100.0111%
	88668	Mutual Of Amer Life Ins Co	NY	5,287	0.0011%	100.0122%
241	91626	New England Life Ins Co	MA	4,589	0.0009%	100.0131%
687	64211	Guarantee Trust Life Ins Co	IL	3,910	0.0008%	100.0139%
917	84786	Colorado Bankers Life Ins Co	CO	2,773	0.0006%	100.0144%
84	71404	Continental Gen Ins Co	OH	2,653	0.0005%	100.015%
4172	69132	State Mut Ins Co	GA	2,572	0.0005%	100.0155%
896	69566	Trans World Assur Co	CA	2,560	0.0005%	100.016%
19	69477	Time Ins Co	WI	2,000	0.0004%	100.0164%
968	78077	Mony Life Ins Co Of Amer	AZ	1,798	0.0004%	100.0168%
315	68594	American Amicable Life Ins Co Of TX	TX	1,718	0.0003%	100.0171%
449	66540	National Farmers Union Life Ins Co	TX	1,550	0.0003%	100.0174%
449	87645	United Fidelity Life Ins Co	TX	1,358	0.0003%	100.0177%
403	67814	Phoenix Life Ins Co	NY	1,225	0.0002%	100.0179%
863	92649	American Underwriters Life Ins Co	AZ	1,200	0.0002%	100.0182%
241	97136	Metropolitan Tower Life Ins Co	DE	1,200	0.0002%	100.0184%
458	70335	West Coast Life Ins Co	NE	1,087	0.0002%	100.0186%
	62421	Heritage Union Life Ins Co	AZ	900	0.0002%	100.0188%
3527	70629	World Ins Co	NE	616	0.0001%	100.019%
41	65919	Primerica Life Ins Co	MA	550	0.0001%	100.0191%
119	70580	Humanadental Ins Co	WI	492	0.0001%	100.0192%
	60429	American Fidelity Life Ins Co	FL	360	0.0001%	100.0192%
315	67148	Occidental Life Ins Co Of NC	TX	327	0.0001%	100.0193%
449	63487	Investors Life Ins Co N Amer	TX	300	0.0001%	100.0194%
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	67083	Manhattan Natl Life Ins Co	IL	200	0%	100.0194%
	64505	Homesteaders Life Co	IA	200	0%	100.0194%
12	66672	American Gen Life & Acc Ins Co	TN	193	0%	100.0195%
492	68721	Security Life Ins Co Of Amer	MN	180	0%	100.0195%
	65641	Lincoln Mut Life & Cas Ins Co	ND	120	0%	100.0195%
408	71773	American Natl Life Ins Co Of TX	TX	105	0%	100.0196%
4299	70130	Universal Guar Life Ins Co	OH	85	0%	100.0196%
19	60275	American Bankers Life Assur Co Of FL	FL	56	0%	100.0196%
458	94099	United Investors Life Ins Co	NE	-155	-0%	100.0196%
3891	69140	First Allmerica Fin Life Ins Co	MA	-163	-0%	100.0195%
3891	84824	Commonwealth Ann & Life Ins Co	MA	-25,174	-0.0051%	100.0145%
707	62286	Golden Rule Ins Co	IN	-71,800	-0.0145%	100%
	157	Companies in Report		496,654,640	100%	100%

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