

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: Deposit-Type Contract Funds		
332	61271	Principal Life Ins Co	IA	17,665,706	41.0786%	41.0786%
91	88072	Hartford Life Ins Co	CT	7,536,327	17.5244%	58.603%
1	60054	Aetna Life Ins Co	CT	6,897,838	16.0397%	74.6427%
44	61689	Aviva Life & Ann Co	IA	2,994,395	6.963%	81.6057%
304	93629	Prudential Retirement Ins & Ann Co	CT	2,292,909	5.3318%	86.9374%
248	69973	United Life Ins Co	IA	747,176	1.7374%	88.6749%
261	69868	United Of Omaha Life Ins Co	NE	590,787	1.3738%	90.0486%
306	62626	Cuna Mut Ins Society	IA	569,251	1.3237%	91.3723%
826	91596	New York Life Ins & Ann Corp	DE	506,787	1.1784%	92.5508%
4011	70025	Genworth Life Ins Co	DE	485,629	1.1292%	93.68%
943	61301	Ameritas Life Ins Corp	NE	280,979	0.6534%	94.3334%
2598	63274	OM Fin Life Ins Co	MD	239,858	0.5577%	94.8911%
850	67644	Penn Mut Life Ins Co	PA	193,807	0.4507%	95.3418%
836	74780	Integrity Life Ins Co	OH	158,355	0.3682%	95.71%
1129	68608	Symetra Life Ins Co	WA	144,000	0.3348%	96.0449%
4	65005	RiverSource Life Ins Co	MN	139,150	0.3236%	96.3685%
	71439	Assurity Life Ins Co	NE	117,988	0.2744%	96.6428%
943	80837	Union Central Life Ins Co	NE	116,584	0.2711%	96.9139%
304	68241	Prudential Ins Co Of Amer	NJ	115,897	0.2695%	97.1834%
3891	84824	Commonwealth Ann & Life Ins Co	MA	112,190	0.2609%	97.4443%
	64580	Illinois Mut Life Ins Co	IL	105,245	0.2447%	97.689%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	95,288	0.2216%	97.9106%
943	60038	Acacia Life Ins Co	DC	76,569	0.178%	98.0886%
513	62510	Equitrust Life Ins Co	IA	72,369	0.1683%	98.2569%
4011	65536	Genworth Life & Ann Ins Co	VA	69,125	0.1607%	98.4177%
917	71129	Fort Dearborn Life Ins Co	IL	62,906	0.1463%	98.5639%
200	69663	USAA Life Ins Co	TX	58,405	0.1358%	98.6998%
468	86231	Transamerica Life Ins Co	IA	54,149	0.1259%	98.8257%
241	61050	MetLife Investors USA Ins Co	DE	52,226	0.1214%	98.9471%
	62928	EMC Natl Life Co	IA	50,876	0.1183%	99.0654%
619	69116	State Life Ins Co	IN	50,640	0.1178%	99.1832%
244	76236	Cincinnati Life Ins Co	OH	50,000	0.1163%	99.2994%
19	69477	Time Ins Co	WI	45,125	0.1049%	99.4044%
458	68136	Protective Life Ins Co	TN	45,054	0.1048%	99.5091%

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304	79227	Pruco Life Ins Co	AZ	39,422	0.0917%	99.6008%
12	60488	American Gen Life Ins Co	TX	34,000	0.0791%	99.6799%
918	65056	Jackson Natl Life Ins Co	MI	31,115	0.0724%	99.7522%
451	71870	Fidelity Security Life Ins Co	MO	27,396	0.0637%	99.8159%
458	94099	United Investors Life Ins Co	NE	23,597	0.0549%	99.8708%
212	63177	Farmers New World Life Ins Co	WA	20,936	0.0487%	99.9195%
403	67814	Phoenix Life Ins Co	NY	11,325	0.0263%	99.9458%
869	66168	Minnesota Life Ins Co	MN	6,925	0.0161%	99.9619%
8	65595	Lincoln Benefit Life Co	NE	6,200	0.0144%	99.9763%
704	67172	Ohio Natl Life Ins Co	OH	4,657	0.0108%	99.9872%
4172	69132	State Mut Ins Co	GA	1,413	0.0033%	99.9904%
917	84786	Colorado Bankers Life Ins Co	CO	1,395	0.0032%	99.9937%
690	61751	Central States H & L Co Of Omaha	NE	1,197	0.0028%	99.9965%
901	62308	Connecticut Gen Life Ins Co	CT	1,032	0.0024%	99.9989%
468	91413	Western Reserve Life Assur Co of OH	OH	1,005	0.0023%	100.0012%
429	64246	Guardian Life Ins Co Of Amer	NY	596	0.0014%	100.0026%
449	67180	Ohio State Life Ins Co	TX	594	0.0014%	100.004%
449	90212	Great Southern Life Ins Co	TX	446	0.001%	100.005%
84	65722	Loyal Amer Life Ins Co	OH	444	0.001%	100.006%
3891	69140	First Allmerica Fin Life Ins Co	MA	402	0.0009%	100.007%
41	60518	American Hlth & Life Ins Co	TX	389	0.0009%	100.0079%
468	66281	Monumental Life Ins Co	IA	274	0.0006%	100.0085%
19	67989	American Memorial Life Ins Co	SD	215	0.0005%	100.009%
	63223	Federal Life Ins Co	IL	204	0.0005%	100.0095%
687	64211	Guarantee Trust Life Ins Co	IL	119	0.0003%	100.0098%
	61492	Liberty Life Ins Co	SC	95	0.0002%	100.01%
1211	97241	Settlers Life Ins Co	WI	38	0.0001%	100.0101%
2878	63983	United Heritage Life Ins Co	ID	10	0%	100.0101%
449	87645	United Fidelity Life Ins Co	TX	5	0%	100.0101%
449	66540	National Farmers Union Life Ins Co	TX	3	0%	100.0101%
769	68322	Great W Life & Ann Ins Co	CO	-131	-0.0003%	100.0098%
	61182	Aurora Natl Life Assur Co	CA	-4,220	-0.0098%	100%
	66	Companies in Report		43,004,688	100%	100%