

who knew...



The Nationwide Lifetime Income Rider<sup>SM</sup>



**Nationwide<sup>®</sup>**  
**On Your Side<sup>™</sup>**

Investments Retirement Insurance



# Want to know about **variable annuities?**

For you to be truly “in the know” about the Nationwide Lifetime Income Rider<sup>SM</sup> (L•Inc) we need to give you the scoop on what annuities are and can do for you. Here are some things to think about as you consider The Nationwide L•Inc Rider and make decisions about what options will best address your retirement investment needs.

## So you know what annuities are...

Annuities are contracts you buy from an insurance company, and they are sold by prospectus. While it may take some time, it's a good idea to read these documents. They go in to more detail about the information offered here and also describe risk factors, fees and charges that may apply to you.



# Annuities provide...

## Tax Deferral

Annuities are tax-deferred investments.

## Long-term Potential

They provide a variable rate of return based on the performance of their underlying investments. They are designed for retirement and will fluctuate in value.

## Long-term Income

They allow you to create a fixed or variable stream of income through a process called annuitization.

**As with most things in life...** Annuities do have limitations, including potential penalties. If you decide to take your money out early, you may face surrender charges. Plus, if you're not yet 59½, you also may have to pay an additional 10 percent income tax penalty on top of ordinary income taxes. A death benefit is available with most variable annuities and, naturally, if you do take an early withdrawal, your death benefit and cash value will be reduced.

**You should know...** Annuities contain guarantees and protections that are subject to the claims-paying ability of the issuer. But, these don't apply to the investment performance of the variable accounts that are subject to investment risk.

Annuities also sometimes offer optional features (riders) for an additional fee — options that provide additional benefits to the investor. While not a guarantee of investment performance these features were specially designed to help protect your investment against certain types of risks like loss of principal or outliving your assets. Keep reading to find out more about the Nationwide L•Inc, a variable annuity rider available through Nationwide®.

# Who knew there was one link to this many benefits?

Ask twenty people to tell you what they want out of their retirement years. Chances are, you'll get twenty different answers. However, retirement planning certainly conjures up a few common ideas. Desires and dreams. Uncertainties and fears. Everyone wants to look forward to his or her future.

All of these issues deserve some thought and, if possible, an effective way to address them. After all, the rest of your life is a long time. You want it to be fun, comfortable and easy — even more, if you can pull it off.

The Nationwide L•Inc Rider moves you toward your future with confidence and excitement. It presents a unique combination of benefits that help you resolve some of the most common retirement investment questions, leaving you to enjoy your retirement in peace. Most importantly, it offers hope that your retirement years can be all you want them to be — no matter what that may mean to you.

It links you to the possibilities of the future.

Who knew there was one tool to handle



## The Nationwide L•Inc Rider offers you...

### Lifetime Income...

immediately or on your own terms, guaranteed

### Guaranteed Growth...

with the potential to beat inflation

### Security...

of guaranteed income for your spouse, even after you're gone

### Opportunity...

to participate up to 100 percent in market investments

### Ease...

of required minimum distributions without tax penalties

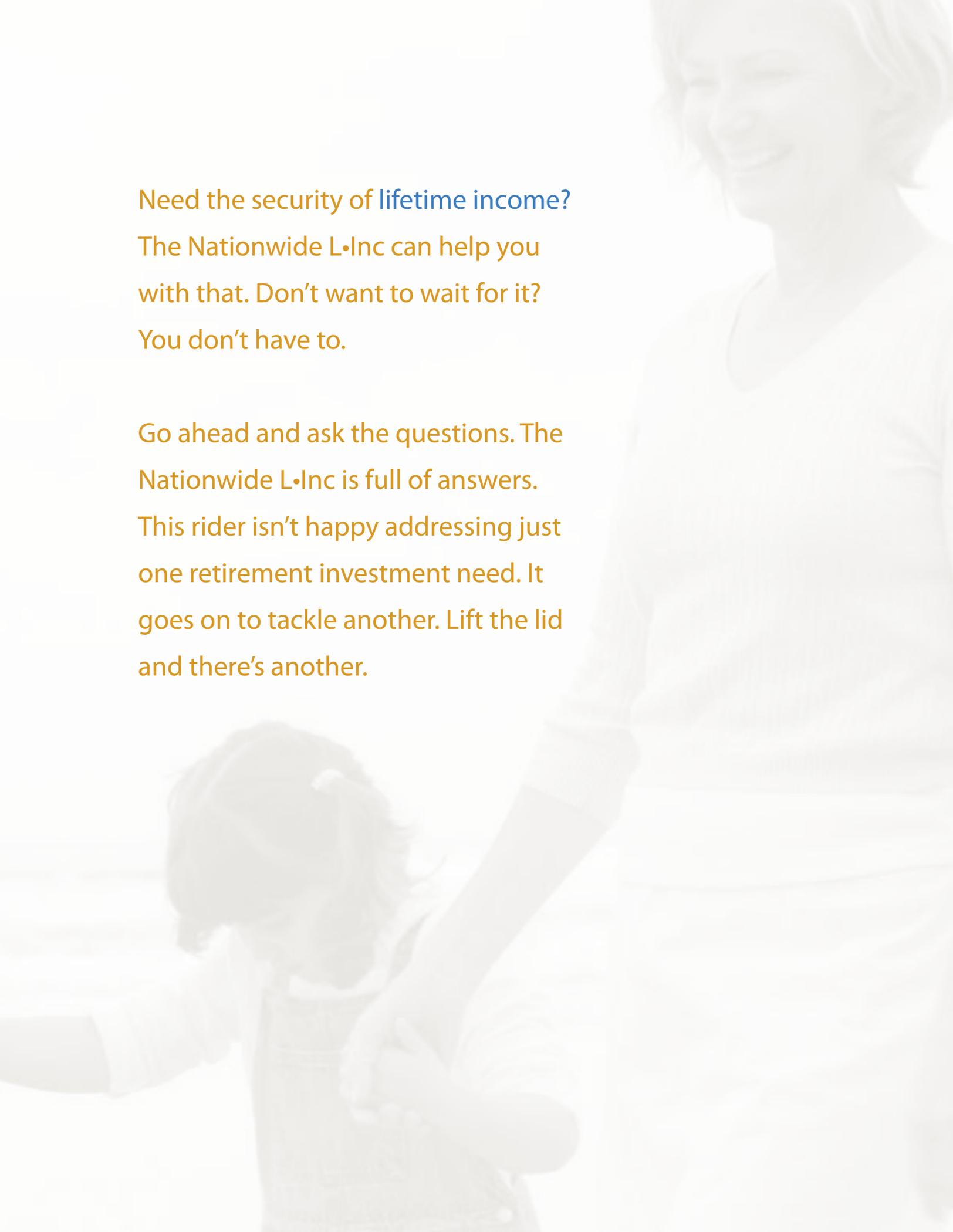
so many needs?

And who knew it could be this fun?

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So many answers,  
so little time

.....



Need the security of [lifetime income](#)?

The Nationwide L•Inc can help you with that. Don't want to wait for it? You don't have to.

Go ahead and ask the questions. The Nationwide L•Inc is full of answers. This rider isn't happy addressing just one retirement investment need. It goes on to tackle another. Lift the lid and there's another.

## Lifetime Income:

Want it now?

Want to let it age?

It's your call.

You have the opportunity to “turn on” lifetime income, on your own schedule, as early as today, without having to annuitize — guaranteed. It's your money, so why shouldn't you control the faucet? And, in today's age of instant gratification, you shouldn't have to wait for it, either. Even more, once you turn it on, you can get up to 7 percent of your income benefit base, calculated on age at first withdrawal. You would get this income payment for the rest of your life, even if the contract value falls to zero.

$$\text{Income Benefit Base} \times \text{Lifetime Income Percentage (based on designated owner's age at first withdrawal)} = \text{Lifetime Withdrawal Amount}$$



A good scotch is smooth no matter when you sip it, but just like with the Nationwide L•Inc, the longer it ages the better it drinks. The longer you keep your money in the variable annuity before turning on lifetime income, the higher the percentage you'll get. This is for the rest of your life, so you may want to hold out for a larger payment. Remember, excess withdrawals may reduce future withdrawal amounts, and all withdrawals are subject to contingent deferred sales charges (CDSC) and income tax penalties if taken before age 59½. It may be in your best interest to wait as long as you can before opening that bottle.

Owner's age at first withdrawal	Lifetime income percentage
45 – 59½	4%
59½ – 66	5%
67 – 71	5.5%
72 – 80	6%
81+	7%

## **Guaranteed Growth:**

### **Want up to 50 percent guaranteed?**

If your investments perform well, of course that's your money to keep and it increases your contract value as well as your income benefit base (minus any withdrawals or contract charges like CDSC and contract maintenance charges). However, if the market is flat or down, we will throw you a lifeline and guarantee a steady increase of 5% per year in the income benefit base for the first 10 years, or until you take your first withdrawal. This means, if you leave your money in for ten years or more, it's guaranteed to grow by at least 50 percent.

### **Here's how they work together**

Let's look at how the Nationwide L•Inc "greater of" value proposition works to provide clients with the opportunity to receive the highest withdrawals available.



**Contract value:** On each rider anniversary

**Roll-up value:** Purchase payment amounts increase by 5% simple interest for 10 years or until first withdrawal

**Income benefit base:** Greater of the roll-up or contract value

Age*	Hypothetical Annual Return	Contract Value	Roll-up Value	Income Benefit Base	×	Lifetime Income Percentage	=	Lifetime Withdrawal Amount
62	—	\$100,000	\$100,000	\$100,000		5%		\$5,000
63	4.0%	\$104,000	\$105,000	\$105,000		5%		\$5,250
64	6.0%	\$110,240	\$110,000	\$110,240		5%		\$5,512
65	1.0%	\$111,342	\$115,000	\$115,000		5%		\$5,750
66	7.5%	\$119,693	\$120,000	\$120,000		5%		\$6,000
67	7.5%	\$128,670	\$125,000	\$128,670		5.5%		\$7,077
68	6.0%	\$136,390	\$130,000	\$136,390		5.5%		\$7,501
69	-4.0%	\$130,935	\$135,000	\$136,390		5.5%		\$7,501
70	2.0%	\$133,553	\$140,000	\$140,000		5.5%		\$7,700
71	3.0%	\$137,560	\$145,000	\$145,000		5.5%		\$7,975
72	1.0%	\$138,936	\$150,000	\$150,000		6%		\$9,000
73	3.0%	\$143,104	\$150,000	\$150,000		6%		\$9,000

\* If income begins at this age

The hypothetical illustration shows how the Nationwide L•Inc rider works in a fluctuating market. It is not intended to reflect the performance of the available underlying funds or predict or project future investment results. Hypothetical returns are net of 1.55% variable account charge, .60% Nationwide L•Inc rider cost, and a .93% underlying fund cost.

Assumptions:

- \$100,000 one-time purchase payment
- No withdrawals

## Security:

### Want your spouse to have the same peace of mind?

The end of your lifetime doesn't have to mean the end of your income. For an additional cost, you can choose a benefit that guarantees the stream of income for the rest of your spouse's life, even after you're gone.

## Opportunity:

### Want the potential without the hassle?

Even investing can be fun and easy, while still providing you as much potential as possible. As you decide how to allocate your investment, you have a choice among a range of easy-to-understand models designed to meet your long-term needs and match your risk profile – from conservative to moderately aggressive. You can invest 100 percent in the market without a lot of complicated investment restrictions. You also have the opportunity to easily add money to your contract at any time.

## Ease:

### Want it simple?

You want what you want, and, as your spouse or significant other has surely learned over the years, the less that gets in your way the better. If you need to take a required minimum distribution, the Nationwide L•Inc lets you do so without fees or penalties.



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Want to know more?

**Good.**

There's more to tell.  
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...your **desires and dreams** were possible?...your desires and dreams were possible?...your desires and

...there are ways to address your **worries and fears**?...there are ways to address your worries and fears

...that investing for your retirement future could be this fun?...that **investing for your retirement** futur



## World-class money managers

Nationwide® wants you to look forward to your future — to put your retirement investment plans into action with anticipation and confidence.

We have been partnering with some of the most respected money managers for more than 25 years. These partners constantly monitor investment options to identify those with a long-term historical performance that may help achieve optimum performance and potential.

Our investment models are carefully constructed to provide investment options in line with clients' risk profiles. Asset allocation models are reviewed quarterly to determine if their performance is consistent with their stated objectives and reallocated semiannually.

## The bottom line

Did you think all this fun wouldn't come at a price?

The Nationwide Lifetime Income Rider<sup>SM</sup> (L•Inc) is available with certain Nationwide® variable annuities at an additional cost. The cost for this feature is a 0.60%.

The underlying investment options are not publicly traded mutual funds and are not available directly for purchase by the general public. They are only available through variable annuities issued by insurance companies.

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# Who knew...

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...**your dreams** of having income for the rest of your life were possible?...your dreams of having income

...there are ways to address **your worries and fears**?...there are ways to address your worries and fears

...that investing for your retirement future could be this fun?...that **investing for your retirement** future

The Nationwide L•Inc Rider is more than just an option you can add to your variable annuity. It is a tool to link you to the possibilities your future holds – freedom, tranquility, excitement, peace of mind. Its unique set of benefits can help bring you closer to making the rest of your life – however long that may be – what you want it to be.

The rest of your life starts **right now.**

How are you going to link to the possibilities of the future?

We have a suggestion. Talk to your investment professional today to discuss the Nationwide L•Inc Rider.



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# And for those who want to know even more...

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The prospectus is a great place to start. All variable annuities are sold by prospectus and these documents are created so you can carefully consider the risk factors, fees and surrender charges that apply. Both the contract prospectus and the underlying fund prospectuses contain important information about the funds offered, as well as the investment company offering them. Prospectuses are available from your investment professional or by writing to Nationwide Life Insurance Company, P.O. Box 182021, Columbus, Ohio 43218-2021. Please read them carefully before investing.



*Investments Retirement Insurance*

Nationwide® variable annuities are issued by Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, member NASD. In MI only: Nationwide Investment Svcs. Corporation.

Nationwide and the Nationwide Framemark are federally registered service marks of Nationwide Mutual Insurance Company. The Nationwide Lifetime Income Rider and L•Inc design are service marks of Nationwide Life Insurance Company. On Your Side is a service mark of Nationwide Mutual Insurance Company.

Rider: VAR-XXXXXX, VAR-XXXXXX

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