



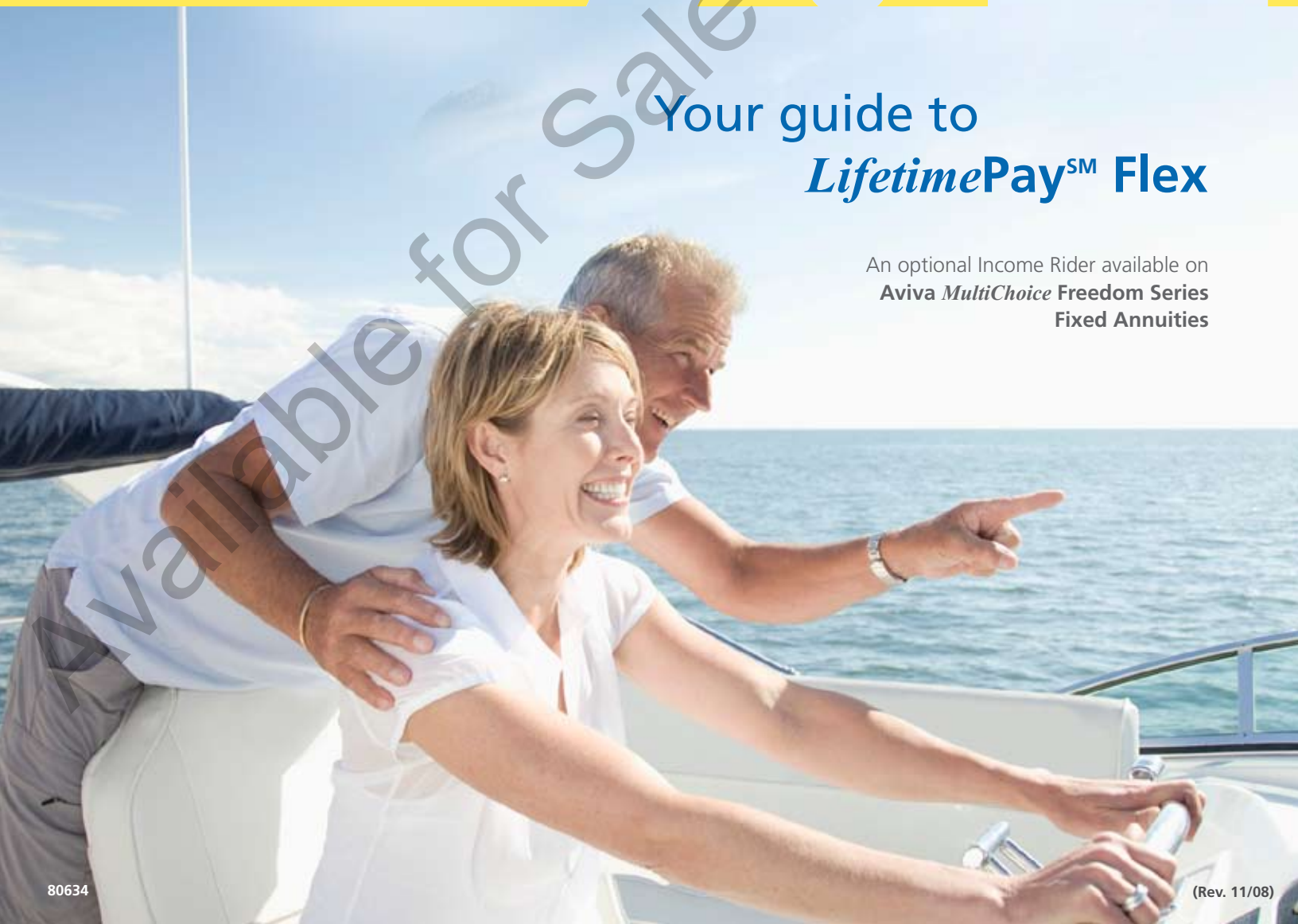
What would **you** do with

72

Your guide to

LifetimePaySM **Flex**

An optional Income Rider available on
Aviva MultiChoice Freedom Series
Fixed Annuities



If you knew you had

GUARANTEED INCOME FOR LIFE

as part of your overall retirement plan, what would you do?

- Take your dream vacation
- RV across the country
- Buy your favorite car
- Spend more time with family
- Set a budget
- Pay healthcare expenses
- Worry less about outliving your assets



(Fill in the blank with what you would do.)

An **Aviva MultiChoice Freedom Series Fixed Annuity** with **LifetimePaySM Flex** can give you the income you need to do the things you want to do during retirement.


Simply put, **LifetimePaySM Flex** is an optional rider that can give you the flexibility to receive regular income payments from your **Freedom Series Fixed Annuity** without annuitizing the contract.

For an additional charge, **LifetimePaySM Flex** can be added to your Freedom Series Fixed Annuity only at the time of application. **LifetimePaySM Flex** cannot be purchased separately.

This guide provides an overview of how **LifetimePaySM Flex** works, explains how Lifetime Income Withdrawal amounts are determined, and gives you an opportunity to calculate the amount of income you could receive on an annual basis.

What would you do with

7.2?



How does
*LifetimePay*SM Flex
work?

When your annuity contract is issued with *LifetimePay*SM Flex, an Income Account Value is established and serves as the basis for determining the amount of income available for Lifetime Income Withdrawals.

It's important to understand that the Income Account Value is not the same thing as the Accumulated Value of the underlying annuity. **It is not an account that you can cash out.** It is only used to determine the amount of regular income payments you can receive on a regular monthly, quarterly, semi-annual, or annual basis.

Your Day 1 Income Account Value

Initially, your Income Account Value equals the amount of annuity premium plus any applicable premium bonus.

What would you do with

7.2?



Your Ongoing Income Account Value

Your *LifetimePay*SM **Flex** rider has an accumulation period. This period is the amount of time interest is credited to your *LifetimePay*SM **Flex** Income Account Value prior to starting Lifetime Income Withdrawals.

During the accumulation period, and prior to any *LifetimePay*SM **Flex** withdrawals, your Income Account Value is guaranteed to grow at 7.2% annually for up to 20 years. The accumulation period, including the 7.2% interest accrual, ends when you begin taking *LifetimePay*SM **Flex** withdrawals. The accumulation period will also cease at the earlier of attained age 85 or 20 years, never to be less than five years, unless Lifetime Income Withdrawals are elected.

Freedom Series Fixed Annuity

Minimum Guarantee:

**2% Annually on the Annuity's
Accumulated Value**

Has cash surrender value

***LifetimePay*SM Flex Optional Income Rider**

Minimum Guarantee:

**7.2% Annually on Separate
Income Account Value**

Does not have cash surrender value

As you can see, the 2% guarantee on the underlying annuity is separate from, and not combined with, the **7.2% *LifetimePay*SM Flex** Income Account Value guarantee.

What is a Lifetime Income Withdrawal?

A Lifetime Income Withdrawal is a regular income payment that is guaranteed for life. The amount of this payment is:

- Locked in when you take your first withdrawal; and
- Guaranteed not to decrease as long as you do not take withdrawals in excess of the maximum annual Lifetime Income Withdrawal.

Certain conditions apply.
See the certificate of disclosure for more details.

You decide when you want to take your first Lifetime Income Withdrawal:

When you elect your first Lifetime Income Withdrawal, you will begin receiving a payment that's based on your current Income Account Value multiplied by your Maximum Lifetime Income Withdrawal Percentage. This percentage is based on your attained age at the time of your first Lifetime Income Withdrawal. Lifetime Income Percentages are shown in **Chart A**.

$$\frac{\text{Income Account Value} \times \text{Maximum Lifetime Income Withdrawal Percentage}}{\text{Lifetime Income Withdrawal Amount}}$$

The percentage will also be based on your choice of four options:

1. Single Life Level Benefit
2. Joint Life Level Benefit
3. Single Life 3% Increasing Benefit
4. Joint Life 3% Increasing Benefit

Increasing Benefit Option

When you select the Increasing Benefit Option, your Lifetime Income Withdrawal will go up 3% annually once you begin withdrawals – **helping you keep up with the cost of living.**

Chart A
Lifetime Income Withdrawal Percentages

Attained Age	Single Life Level Benefit Percentage	Joint Life Level Benefit Percentage	Single Life 3% Increasing Benefit Percentage	Joint Life 3% Increasing Benefit Percentage
50-59	4.0%	3.5%	3.0%	2.5%
60-69	5.0%	4.5%	4.0%	3.5%
70-79	6.0%	5.5%	5.0%	4.5%
80+	7.0%	6.5%	6.0%	5.5%

It Pays to Wait

You may start Lifetime Income Withdrawals as early as Day 1 and attained age 50. However, if you defer income payments to a later age, the Maximum Annual Lifetime Income Withdrawal amounts will increase.

As the hypothetical example in **Chart B** demonstrates, the longer you wait, the longer the Income Account Value can grow and the higher your Maximum Annual Lifetime Income Withdrawal amount will be.

Chart B

Hypothetical Example

LifetimePaySM Flex Income Account Value

7.2% Guaranteed Interest for Up to 20 Contract Years

Assumes:

- Freedom Series 3, 5, or 7 Fixed Annuity
- Issue Age 60, Single Life Level Benefit
- No Additional Premiums or Withdrawals
- \$100,000 Initial Premium

Age at Time of First Lifetime Income Withdrawal	Lifetime Income Withdrawal Percentage	Income Account Value	Maximum Annual Lifetime Income Withdrawal Amounts
60	5%	\$100,000	\$5,000
61	5%	\$107,200	\$5,360
62	5%	\$114,918	\$5,745
63	5%	\$123,192	\$6,159
64	5%	\$132,062	\$6,603
65	5%	\$141,570	\$7,078
66	5%	\$151,763	\$7,588
67	5%	\$162,690	\$8,134
68	5%	\$174,404	\$8,720
69	5%	\$186,961	\$9,348
70	6%	\$200,423	\$12,025
71	6%	\$214,853	\$12,891
72	6%	\$230,323	\$13,819
73	6%	\$246,906	\$14,814
74	6%	\$264,683	\$15,881
75	6%	\$283,740	\$17,024
76	6%	\$304,170	\$18,250
77	6%	\$326,070	\$19,564
78	6%	\$349,547	\$20,972
79	6%	\$374,714	\$22,482
80	7%	\$401,694	\$28,118

What would you do with

7.2?

LifetimePaySM Flex

Details

Here is a summary of details you should know about taking Lifetime Income Withdrawals using the optional **LifetimePaySM Flex** rider.

7.2?

What would you do with



- Lifetime Income Withdrawals are available beginning at attained age 50.
- If you wait to take Lifetime Income Withdrawals at a later date, you can receive higher income payments.
- You may start or stop Lifetime Income Withdrawals at any time. To start or stop withdrawals, you must complete a form and submit it to Aviva.
- Once you start Lifetime Income Withdrawals, your Annual Lifetime Withdrawal Percentage is locked in for life. It will not increase as you enter a new age bracket. It will not change if you stop and restart withdrawals at a later date.
- Once you start Lifetime Income Withdrawals, interest accumulation on the Income Account Value ends permanently.
- You can receive income payments on a regular monthly, quarterly, semi-annual, or annual basis.
- You can receive income payments in the form of a check or automatic deposit to your checking account.
- You are responsible for paying taxes on Lifetime Income Withdrawals to the extent of the gains on the contract. If taken before age 59 ½, a 10% IRS penalty may also apply.
- An excess withdrawal is an amount that exceeds the free withdrawal amount for that contract year. Withdrawals in excess of the annual Lifetime Income Withdrawal amounts will cause future withdrawals to be reduced on a pro rata basis.
- **LifetimePaySM Flex** is IRS Required Minimum Distribution (RMD) friendly. RMDs will not be considered excess withdrawals under this rider.
- If excess withdrawals or withdrawal charges reduce the Accumulated Value of the Freedom Series Fixed Annuity to zero, income payments will stop.
- If you surrender your annuity contract, the **LifetimePaySM Flex** Income Account Value ceases to exist and income payments will stop.

Refer to the certificate of disclosure for more details.

Additional Benefits

LifetimePaySM Flex also includes...

x2 Income Doublor Benefits

If you require confined care in a nursing home, hospital, or hospice facility, you can access up to double your Lifetime Income Withdrawal amount.

Chart C

Hypothetical Example

LifetimePaySM Flex Income Account Value

7.2% Guaranteed Interest for Up to 20 Contract Years

Assumes:

- Freedom Series 3, 5, or 7 Fixed Annuity
- Issue Age 60, Single Life Level Benefit
- No Additional Premiums, No Withdrawals
- \$100,000 Initial Premium

Age at Time of First Lifetime Income Withdrawal	Income Account Value	Maximum Annual Lifetime Income Withdrawal Amount	Confinement Income Doublor Lifetime Income Withdrawal Amount
60	\$100,000	\$5,000	\$10,000
61	\$107,200	\$5,360	\$10,720
62	\$114,918	\$5,745	\$11,490
63	\$123,192	\$6,159	\$12,318
64	\$132,062	\$6,603	\$13,206
65	\$141,570	\$7,078	\$14,156
66	\$151,763	\$7,588	\$15,176
67	\$162,690	\$8,134	\$16,268
68	\$174,404	\$8,720	\$17,440
69	\$186,961	\$9,348	\$18,696
70	\$200,423	\$12,025	\$24,050
71	\$214,853	\$12,891	\$25,782
72	\$230,323	\$13,819	\$27,638
73	\$246,906	\$14,814	\$29,628
74	\$264,683	\$15,881	\$31,762
75	\$283,740	\$17,024	\$34,048
76	\$304,170	\$18,250	\$36,500
77	\$326,070	\$19,564	\$39,128
78	\$349,547	\$20,972	\$41,944
79	\$374,714	\$22,482	\$44,964
80	\$401,694	\$28,118	\$56,236



When you select **LifetimePaySM Flex**, you'll receive wellness resources from Mayo Clinic Health Solutions that can help you live longer and feel better.

This unique program provides:

- Mayo Clinic Health Risk Assessment
- Mayo Clinic special offers



- Your personal health management website



- Ask Mayo Clinic Nurse Line



- Quarterly Mayo Clinic newsletter and calendar



Please see the contract for qualifying confinement criteria. If the annuity contract is an IRA, the Income Doublor Benefits cease when the Accumulated Value of the underlying annuity equals zero. Other restrictions may apply. See the certificate of disclosure for more details.

Additional 5-Year Payout Death Benefit Option

Upon death, your beneficiary may elect to receive the Income Account Value as a level payment over a period of five years. This option must be elected instead of the underlying annuity's basic death benefit.

If your beneficiary does not elect the 5-Year Payout Death Benefit Option, he or she will receive the current Accumulated Value of the annuity in a lump sum.

Chart D shows a comparison of two death benefit options.

OPTION 1

Basic built-in death benefit included on every Freedom Series Fixed Annuity

OPTION 2

*LifetimePay*SM Flex optional income rider with 5-Year Payout Death Benefit Option

Chart D

Hypothetical Example

*LifetimePay*SM Flex Income Account Value

7.2% Guaranteed Interest for Up to 20 Contract Years

Assumes:

- Freedom Series 3, 5, or 7 Fixed Annuity
- No Additional Premiums, No Withdrawals
- \$100,000 Initial Premium

End of Year	OPTION 1 Guaranteed Accumulated Value Death Benefit on the Underlying Annuity 2% Compound Interest		<i>LifetimePay</i> SM Flex Income Account Value 7.2% Compound Interest		OPTION 2 <i>LifetimePay</i> SM Flex 5-Year Death Benefit Annual Payment
At Issue	\$100,000		\$100,000		\$20,000
1	\$102,000	N	\$107,200	N	\$21,440
2	\$104,040	O	\$114,918	O	\$22,984
3	\$106,120	T	\$123,192	T	\$24,639
4	\$108,243	A	\$132,062	A	\$26,412
5	\$110,408	V	\$141,570	V	\$28,314
6	\$112,616	A	\$151,764	A	\$30,353
7	\$114,868	I	\$162,691	I	\$32,538
8	\$117,165	L	\$174,404	L	\$34,881
9	\$119,509	A	\$186,961	A	\$37,392
10	\$121,899	B	\$200,423	B	\$40,085
11	\$124,337	L	\$214,853	L	\$42,971
12	\$126,824	E	\$230,323	E	\$46,065
13	\$129,360		\$246,906		\$49,381
14	\$131,947	I	\$264,683	I	\$52,937
15	\$134,586	N	\$283,740	N	\$56,748
16	\$137,278		\$304,170		\$60,834
17	\$140,024	L	\$326,070	L	\$65,214
18	\$142,824	U	\$349,547	U	\$69,909
19	\$145,681	M	\$374,714	M	\$74,943
20	\$148,594		\$401,694*		\$80,339
21	\$151,566	S	\$401,694	S	\$80,339
22	\$154,597	U	\$401,694	U	\$80,339
23	\$157,689	M	\$401,694	M	\$80,339
24	\$160,843		\$401,694		\$80,339
25	\$164,060		\$401,694		\$80,339
26	\$167,341		\$401,694		\$80,339

This example is valid for an annuitant ages 40-65. For applicants over age 65, the maximum accumulation period under *LifetimePay*SM Flex will vary based on issue age.

*Denotes year accumulation stops on the *LifetimePay*SM Flex Income benefit rider.

LifetimePaySM Flex in Action

Calculating Your Maximum
Annual Lifetime Income
Withdrawal Amount

Use the **LifetimePaySM Flex**
income calculator to complete
this worksheet.

Name _____

Issue Age _____

\$ _____ Initial Premium

\$ _____ Premium Bonus (if applicable)

Day 1 Income Account Value _____

Note: These are annual withdrawal amounts. You may choose to receive income on a monthly, quarterly, semi-annual, or annual basis.

At age _____, your Annual Lifetime Income
Withdrawal Percentage is _____%. As long as your
annual withdrawals do not exceed this percentage,
this would provide you \$ _____ annually for life...
guaranteed. If you require care in a nursing home,
hospital, or hospice facility, you will have access to
double your Lifetime Income Withdrawal amount, or
2x \$ _____.

Here are Annual Lifetime Income Withdrawal amounts if you
wait to take withdrawals at a later age.

Age _____

Annual Lifetime Income Withdrawal Percentage _____%

Annual Lifetime Income Withdrawal Amount \$ _____

2x \$ _____

Age _____

Annual Lifetime Income Withdrawal Percentage _____%

Annual Lifetime Income Withdrawal Amount \$ _____

2x \$ _____

Age _____

Annual Lifetime Income Withdrawal Percentage _____%

Annual Lifetime Income Withdrawal Amount \$ _____

2x \$ _____



AVIVA

Our strength has been recognized by independent insurance ratings agencies as shown below. These ratings are current as of November 2008.

A.M. Best: A+ (SUPERIOR)

This rating reflects the company's financial strength and ability to meet obligations to Contract holders.
(Second highest rating out of 15)

Standard and Poor's: AA- (VERY STRONG)

This rating based on the company's financial strength.
(Fourth highest rating out of 24)

The guarantees provided by annuities described in this brochure are subject to the stability and claims-paying ability of the issuing company. **LifetimePaySM Flex** [form MCAIRW (08/08) or state variation] and **InsurePaySM** [form MCDBR (08/08) or state variation], are optional riders for which annual premium is charged. Aviva **MultiChoice Freedom Series Fixed Annuities** [forms MCF3 (08/08), MCF5 (08/08), MCF7 (08/08), MCFP (08/08), and MCFX (08/08) or state variation] are issued by Aviva Life and Annuity Company, Des Moines, IA. Product features, limitations, and availability vary by State.

Bonus annuities may feature lower rates or other restrictions that are not included in similar annuities that don't offer a premium bonus feature. We recommend learning about all product options available to you to find ones that best suit your long-term needs.

This brochure contains highlights only. Please refer to the annuity contract for a full explanation of this annuity and any charges or limitations. Neither Aviva Life and Annuity Company nor its representatives offer legal or tax advice. You should consult your own personal attorney and/or tax advisor regarding any legal or tax matters.

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