

BalancedChoice™ Annuity 12

Last 10 Years

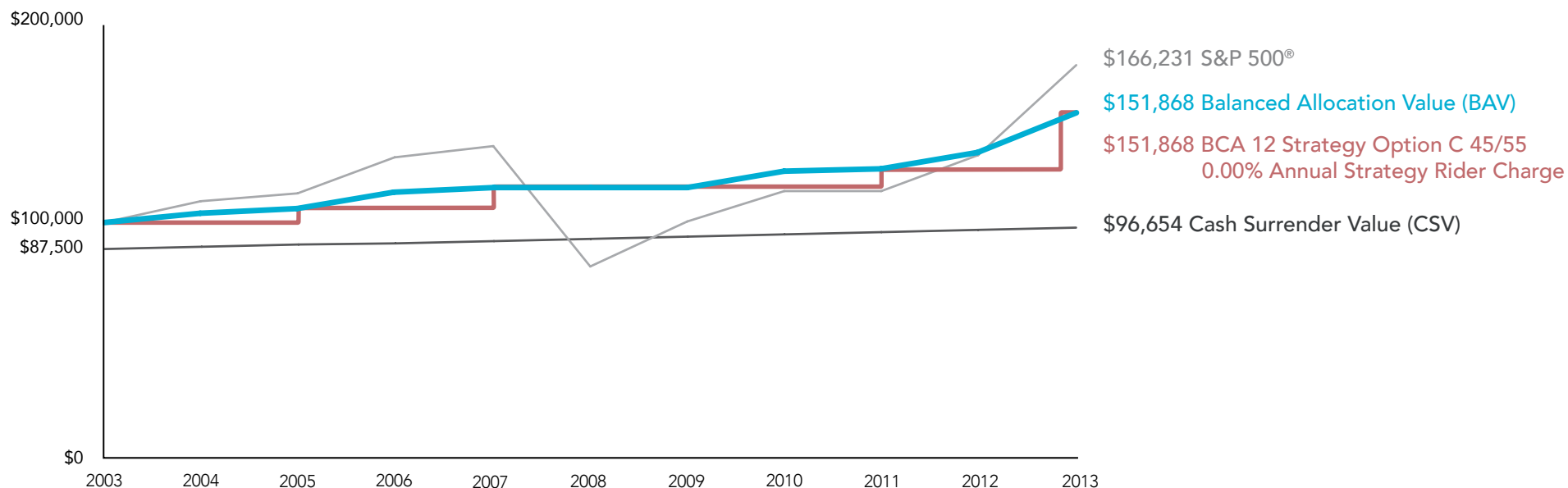
The Balanced**Choice**™ Annuity offers you a way to capture some of the market's upside potential while protecting your principal from the market's downside risk. Interest credited to the Balanced**Choice**™ Annuity 12 is based on the patented Balanced**Allocation** Strategy® (BAS®). The BAS® is a method for crediting interest to your annuity and is linked to the S&P 500® Index and a declared rate. At the end of each two year term, the BAS® calculates the interest earned, if any, and automatically locks in your interest to protect it from future market declines.

Even in periods of market decline, your annuity will not lose value due to market losses.

BCA 12 Strategy Option C

Hypothetical Performance

Example issued on December 31, 2003



It is important to understand that during the first 12 contract years, a Withdrawal Charge and Market Value Adjustment (MVA), where applicable, apply to any withdrawal in excess of the Free Withdrawal amount, or if you surrender your contract. Tax penalties, in addition to ordinary income tax may apply to withdrawals prior to age 59½.

Although the **BalancedChoice™ Annuity 12** was not available for the entire period of time referenced, current annuity rates and actual historical prices of the S&P 500® have been used in this hypothetical example solely for demonstrative purposes. These results are purely hypothetical, are not guaranteed and are not indicative of the annuity's past or future performance.

This hypothetical example is based on the following assumptions: a contract with no optional riders issued on December 31, 2003, \$100,000 single premium, a **BalancedAllocation Strategy®** allocation of 45% equity allocation (S&P 500®), 55% declared rate earning 1% interest and an Annual Strategy Rider Charge Rate of 0.00%. Allocations are guaranteed for the index Term and can change on each index Term renewal date. The values assume no withdrawals or distributions and do not reflect any withdrawal charges. The light gray line represents the value of the S&P 500® Index over the relevant time period and does not include any dividends.

The S&P 500® Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Aviva Life and Annuity Company. Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by Aviva Life and Annuity Company. Aviva Life and Annuity Company's products are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500® Index.

Annuities are long-term products of the insurance industry designed for retirement income. They contain some limitations, including possible withdrawal charges and a market value adjustment that could affect contract values.

Guarantees provided by annuities are subject to the financial strength of the issuing insurance company; not guaranteed by any bank or the FDIC.

Hypothetical example based on rates for Strategy Option C as of 2/11/2014. Please contact your insurance professional for the most up to date rate information.

The market index does not include dividends paid on the underlying stocks, and therefore does not reflect the total return of the underlying stocks; neither a market index nor any market-indexed annuity is comparable to a direct investment in the financial markets. Indexed annuities do not directly participate in any stock or equity investments. Clients who purchase **BalancedChoice™** Annuities are not directly investing in the financial market.

The **BalancedChoice™** Annuity credits interest net earnings to the Accumulation Value at the end of each 2 year Term. The Accumulation Value at any point in time is equal to the premium (plus any premium bonus, if applicable) plus interest earnings that have been credited less any withdrawals and charges of any type. During a Term, the Balanced Allocation Value tracks appreciation to date (note that interest earnings are only credited to the Accumulation Value at the end of a Term). The Balanced Allocation Value is used for determining the death benefit, terminal illness benefit and confinement benefit. In addition, free partial withdrawals and Required Minimum Distributions include interest earnings to date. State law dictates the Minimum Guaranteed Contract Value. If you surrender your annuity you will receive the greater of the Minimum Guaranteed Contract Value or the Cash Surrender Value (Accumulation Value less applicable Withdrawal Charges, plus or minus Market Value Adjustments, where applicable).

The **BalancedChoice™** Annuity [BAABAS (02/13), BAA8 (09/09), BAA10 (07/12), BAA12 (09/09) or state variation] is issued by Aviva Life and Annuity Company, West Des Moines, IA. Product features, limitations and availability vary by state. For an explanation of capitalized terms, please refer to the Disclosure Summary.

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