

**A fixed annuity offering
index-linked performance
and downside protection**



MARKETTEN BONUS INDEX[®]

Featuring a 6% premium bonus during the first five years



When creating a strategy for your financial future, you generally face a tradeoff between risk and reward.

A fixed index annuity offers protection against downside risk, and the opportunity to participate in the upside of indices.

MARKETTEN BONUS INDEX from EquiTrust Life Insurance Company® gives you benefits when markets are rising, and protection when they're fluctuating. Plus, there's the added benefit of tax advantages offered by a fixed annuity.

And EquiTrust will immediately credit your contract an extra 6 percent on any premiums paid during the first five contract years.

MARKETTEN BONUS INDEX enables you to:

- Lock in S&P 500®¹ gains
- Completely avoid market losses – guaranteed²
- Guaranteed return of premiums

When the Market is Up ... You're Up! When it's Down ... You're Not!

The **MARKETTEN BONUS INDEX** annuity never exposes your principal to market risk. You share only in index gains ... not the losses. And you benefit from tax-deferred earnings, withdrawal privileges,³ built-in guarantees – and a 6 percent premium bonus for five years – all without investing directly in the stock market.

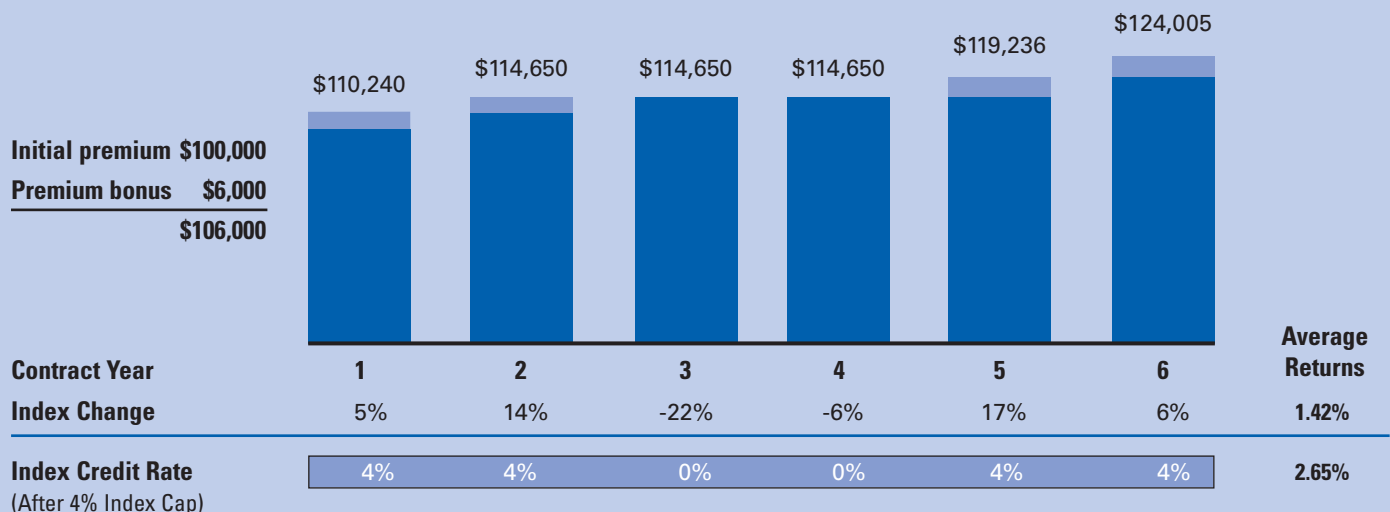
You may choose among several accounts. The 1-Year Interest Account earns a traditional interest rate, and a variety of Index Accounts earn credits based on changes in the S&P 500®.

On appropriate contract anniversaries, "index credits" are determined on all Index Accounts and applied to your contract's current accumulation value. Index credits are based on S&P 500® performance. If the index continues steady growth, your accumulation value grows. If the S&P 500® declines, your accumulation value is simply unchanged from the preceding period's accumulation value.

At the end of the surrender charge period, you have access to your contract's full accumulation value – including market-index gains – with no surrender charges. You are guaranteed an Accumulation Value no less than 100% of your premiums accumulated at the Minimum Guaranteed Contract Rate at the end of ten years. However, by leaving your money in **MARKETTEN BONUS INDEX** beyond the surrender charge period, you continue to earn interest and index credits on a tax-deferred basis.

The Impact of Market Fluctuation

This hypothetical illustration shows the increasing accumulation values during years where the index value has positive increases, and unchanged accumulation values when the index value declines. The illustration assumes 100% of the initial premium is allocated to the 1-Year Point-to-Point Cap Index Account, including the 6% premium bonus.



This hypothetical illustration should not be considered representative of current or future performance. The example assumes no surrender or withdrawals. Current interest rates and index participation rates may change each indexing period. All rates used in this illustration are hypothetical and subject to change. Ask your agent for current rates.

You Control Your Money ... Going In *and* Coming Out

FLEXIBLE PREMIUMS

After making your initial premium payment, you may add subsequent premiums of \$2,000 or more at any time. Your entire premium amount and 6 percent premium bonus (during the first five years) are credited to the accumulation value. There are no fees, loads or sales charges. Additional premium payments are directed to the 1-Year Interest Account until the next contract anniversary, at which time they can be reallocated. If you would like all initial premiums to be allocated similarly, you may authorize the Company to wait to issue the contract until all specified premiums are received. You may allocate your premiums among the following crediting accounts.

FIXED RATE ACCOUNT

- **1-Year Interest Account** – A one-year fixed interest rate is set when your contract is issued. The rate is set annually, and provides a guaranteed rate that you may prefer for a portion of your assets. For any subsequent premiums received, interest is credited based on the fixed rate declared at the beginning of that contract year.

INDEX-BASED ACCOUNTS

- **1-Year Point-to-Point Cap Index Account** – If the index value at the end of the contract year is greater than the index value at the beginning of the contract year, you receive index credits based on that increase, subject to a specified cap. The cap is reset annually.
- **1-Year Average Cap Index Account** – If the average of the **daily** index values for the contract year is greater than the index value at the beginning of the contract year, you receive index credits based on that increase, subject to a specified cap. The cap is reset annually.
- **1-Year Average Participation Index Account** – If the average of the **monthly** index values for the contract year is greater than the index value at the beginning of the contract year, you receive index credits based on that increase multiplied by the Participation Rate. The Participation Rate is reset annually.
- **1-Year Monthly Cap Index Account** – Index crediting is based on the cumulative sum of capped monthly S&P 500® changes over a one-year period. Each of the monthly gains is subject to a cap, but there is no floor on monthly declines. Index credits are calculated on an annual basis and will never be less than zero. The Monthly Cap is reset annually.
- **2-Year Average Cap Index Account** – If the average of the monthly index values over two contract years is greater than the index value at the beginning of the index period, you receive index credits based on that increase up to a specified cap. The cap is reset every two years.

EquiTrust Is a Name You Can Trust

When you choose EquiTrust as a financial partner, you can rest assured your annuity contract is backed by conservative investment strategies, anchored by a disciplined and diversified management style. EquiTrust is supported by a history of success, experience and strength. Guggenheim Partners – with more than \$260 billion in assets under management – is involved in the management of the EquiTrust investment portfolio. Magic Johnson Enterprises – a diversified consortium of business entities and partnerships – owns a controlling interest in EquiTrust.

PREMIUM ALLOCATIONS

You may request a change to your current premium allocations at any time; any reallocation request will take effect on the following contract anniversary and will apply only to any additional contributions during the current contract year.

ACCOUNT TRANSFERS

On each contract anniversary, you have the ability to transfer money among the various accounts offered in your contract. Transfers out of the 2-Year Average Cap Index Account are allowed at the end of each two-year period only.

FREE WITHDRAWALS

You may withdraw up to 10 percent of the accumulation value each year, after the first contract year, without paying any charges.³

LUMP-SUM PAYMENT OPTION

Your contract's cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first ten contract years, and are a percentage of the accumulation value: 10, 10, 10, 10, 10, 9, 8, 7, 6 and 4 percent.⁴ In addition, early surrenders or withdrawals over 10 percent may be subject to a Market Value Adjustment⁵ (MVA). After the 10th contract year, your cash surrender value will equal the full accumulation value. Ask your agent for more details on the MVA, or refer to your contract.

ANNUITIZATION OPTIONS

Several annuitization payment options are available, including payment for life, payment of a designated amount or payment for a certain period of time. You determine the schedule that best fits your financial circumstances – a period as short as five years, or for as long as the annuitant is alive. Your agent can help you determine the most appropriate payment option, or discuss a specific payment schedule you may have in mind.

Other Features

PREMIUM BONUS

The 6 percent premium bonus is added immediately to all premium payments made during the first five years, and is a permanent part of your accumulation value. You then earn interest and "index credits" on your premium *and* 6 percent bonus. If you surrender your contract, a surrender charge and MVA⁵ may be applied to the full accumulation value, but you don't lose your bonus. In event of death of the annuity owner, 100 percent of your premium bonus is included in the death benefit.

THE VALUE OF TAX DEFERRAL

Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59½ at the time of withdrawal, an additional 10 percent IRS penalty may be imposed. Tax deferral is currently available only to individuals and joint owners, not to corporations or other non-individuals.⁶

MINIMUM GUARANTEED CONTRACT VALUE

You are guaranteed to receive **no less** than 100 percent of your premiums – less any partial withdrawals – accumulated at the Minimum Guaranteed Contract Rate, less surrender charges.



EquiTrust Life Insurance Company

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¹ The S&P 500® Index is a product of S&P Dow Jones Indices, LLC. ("S&P DJI") and has been licensed for use by EquiTrust Life Insurance Company. S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services, LLC. ("S&P"). These trademarks have been licensed for use by S&P DJI and sublicensed for certain purposes by EquiTrust Life Insurance Company. MarketTen Bonus Index Annuity is not sponsored, endorsed, sold or promoted by S&P DJI, S&P, or any of their respective affiliates or third party licensors, and none of such parties make any representation regarding the advisability of purchasing MarketTen Bonus Index Annuity nor do they have any liability for any errors, omissions, or interruptions of the S&P 500.®

² The guarantees expressed in this brochure are based on the claims-paying ability of EquiTrust Life Insurance Company.

³ Surrender of the contract may be subject to surrender charges or Market Value Adjustment. Withdrawals before age 59½, may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year.

⁴ The surrender charges may vary by state.
Ohio: 10, 10, 10, 10, 8, 7, 6, 4, 3, 1 percent.
California: 9, 8, 7, 6.5, 5.5, 4.5, 3.5, 2.5, 1.5, 0.5 percent.

⁵ Market Value Adjustment may not apply in all states.

RETURN OF PREMIUM RIDER

As an additional guarantee, in no event will you receive less than your premiums – less any partial withdrawals – in the event of surrender. The Return of Premium Rider is included at no additional cost.

NURSING HOME WAIVER RIDER

For additional peace of mind, your contract includes a Nursing Home Waiver Rider⁷ at no extra cost. If you are confined to a nursing home or hospital for 90 days or more, your contract accumulation value will be available without surrender charges or MVA⁵ beginning in the second contract year and during your confinement.

TERMINAL ILLNESS RIDER

If the owner is diagnosed with a terminal illness, charges will be waived for a withdrawal of up to 75% of the Accumulation Value.⁸ This rider has no extra cost.

BENEFITS UPON DEATH OF OWNER

If the owner of the annuity dies, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.⁵

FREE-LOOK PERIOD

After your **MARKETTEN BONUS INDEX** contract is issued, you have a specified number of days to review it; see your contract for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100 percent of your premiums paid, minus any prior withdrawals.

Ask Your Agent

This is a summary only of **MARKETTEN BONUS INDEX** annuity. The product availability and certain provisions may vary by state. Ask your agent or the company for complete contract provisions and details before purchasing.

⁶ EquiTrust Life Insurance Company cannot give legal, tax or accounting advice. Your personal tax advisor can provide important information with respect to the purchase of this annuity contract and its taxation.

⁷ Nursing Home Waiver Rider is not available in Massachusetts.

⁸ Terminal Illness Rider features and availability may vary by state.

Contract issued on Contract Form Series ET-MTB-2000(06-07). Group Certificates issued on Form Series ET-MTB-2000C(06-07). May not be available in all states.

This brochure briefly highlights EquiTrust Life Insurance Company's MarketTen Bonus Index annuity contract and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your EquiTrust agent. This material is not intended to provide investment advice to you or to your specific situation. EquiTrust does not offer investment advice to any individual and this material should not be construed as investment advice.

IRAs/qualified plans are already tax deferred; consider other annuity features.

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS OF NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE.