



---

## News Announcement

---

October 2009

### **JNL/Ivy Asset Strategy available in Jackson<sup>®</sup> Perspective Family of Variable Annuities**

Ivy Funds Distributor, Inc. announced that it has reached an agreement with Jackson National Life Insurance Company whereby the Ivy Asset Strategy Portfolio is available in the Jackson Perspective Family of variable annuities. Known as JNL/Ivy Asset Strategy, it is now available to investors.

According to executives, the flexible portfolio allows investors to better tailor a strategy around specific investment needs, given the Portfolio's broad mandate to invest in any asset class, at any time.

JNL/Ivy Asset Strategy's managers have the ability to go wherever they see opportunity, seeking high total returns over the long-term from any asset class, anywhere around the globe. Unlike traditional balanced or asset allocation portfolios, JNL/Ivy Asset Strategy is not restricted to certain percentages in stocks or bonds. The co-portfolio managers, Michael Avery and Ryan Caldwell, can invest in any asset class, at any time, for any duration, without regard to geographic, capitalization or asset class constraints. They do so by focusing their strategy in two key areas:

- Participating in global rebalancing, meaning centering on regions of the world, such as China, that they believe may exhibit stronger economic growth and consumption than the United States.
- Cushioning the bumps of volatility. The managers seek to distinguish between market noise and real long-term risks, while positioning the portfolio accordingly.

Avery and Caldwell also manage the Ivy Asset Strategy Fund, part of the Ivy Funds family, which covers all major asset categories, including domestic, global and international equities; international and domestic balanced funds; domestic and international fixed income funds; specialty funds and a money market fund.

The Ivy Funds are managed by Ivy Investment Management Company and distributed by its subsidiary, Ivy Funds Distributor, Inc. Neither entity is affiliated with Jackson National Life Insurance Company.

JNL/Ivy Asset Strategy is offered in variable annuities (VA220, VA220OR, VA250, VA250OR, VA410, VA410OR, VA210 and VA210OR), which are issued by Jackson National Life Insurance Company<sup>®</sup> (Home Office: Lansing, Michigan) and in New York (VA201NY, VA220NY, VA250NY and VA410NY), by Jackson National Life Insurance Company of New York<sup>®</sup> (Home Office: Purchase, New York). Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. May not be available in all states and state variations may apply. These products have limitations and restrictions, and may include withdrawal charges, recapture charges and excess interest adjustments (referred to as interest rate adjustments in New York) where applicable. For more information, please contact your Internal Wholesaler. Jackson is the marketing name for Jackson National Life Insurance Company and Jackson National Life Insurance Company of New York.

Variable annuities are long-term, tax-deferred investment vehicles designed for retirement. Earnings are taxable as ordinary income when distributed and taxable amounts withdrawn before age 59½ may be subject to a 10 percent federal tax penalty. JNL/Ivy Asset Strategy is one of the portfolios available through Jackson National Life Insurance Company® and Jackson National Life Insurance Company of New York® variable products.

**Consider all factors.** Investment return and principal value will fluctuate, and it is possible to lose money by investing. The Portfolio allocates from 0-100 percent of its assets primarily among stocks, bonds, and short-term instruments, across domestic and foreign securities. International investing involves additional risks, including currency fluctuations, political or economic conditions affecting the foreign country, and differences in accounting standards and foreign regulations. These risks are magnified in emerging markets. With regards to fixed income securities in which the Portfolio may invest, these are subject to interest rate risk and, as such, the net asset value of the Portfolio may fall as interest rates rise. Because the Portfolio may concentrate its investments, the Portfolio may experience greater volatility than an investment with greater diversification. Investing in physical commodities, such as gold, exposes the Portfolio to other risk considerations such as potentially severe price fluctuations over short periods of time and storage costs that exceed the custodial and/or brokerage costs associated with the Portfolio's other holdings. These and other risks are more fully described in the Portfolio's prospectus.

**Investors should consider the investment objectives, risks, charges and expenses of a variable life insurance policy and variable annuity contract, along with their underlying investment options, carefully before investing. For prospectuses containing this and other information for JNL/Ivy Asset Strategy or the applicable variable annuity product, please contact your financial advisor or visit [www.ivyfund.com](http://www.ivyfund.com). Please read the prospectuses carefully before investing.**