

The Marquis Centennial 7



Indexed Annuity



Lafayette Life
Insurance Company

A member of Western & Southern Financial Group

Prepare for a Secure Retirement



As you develop your retirement strategy, it's important to determine how you will protect and grow your assets, as well as ensure sufficient retirement income. The Marquis Centennial 7 Indexed Annuity may be right for you if you are looking for a product that offers:

- Tax-deferred growth
- Safety of principal
- Access to your funds
- Lifetime income
- Beneficiary protection

Marquis Centennial Indexed Annuity

The Marquis Centennial 7 is a deferred, indexed annuity offered by The Lafayette Life Insurance Company. It provides safety of principal and has

the potential to earn interest based on the positive movement of the S&P 500® Index (S&P 500)¹ and a fixed account that provides a guaranteed interest rate.

The Power of Tax Deferral

Because an annuity is tax-deferred, your money grows faster because you don't pay taxes on the interest earned until you withdraw it or it is distributed to you.

Safety of Principal

With the Marquis Centennial 7, you are not invested in the market and therefore will never lose your principal because of market performance. In addition, you are guaranteed a value of no less than the guaranteed minimum surrender value stated in your contract, minus any previous withdrawals.

Flexible Options

The Marquis Centennial 7 allows you to pay premiums at any time, according to the terms and conditions of your contract. With each premium payment you may choose between a fixed interest rate and/or index interest rate alternatives linked in part to changes in the S&P 500[®].

Allocation Dates: The allocation of your net premiums to the selected interest crediting methods will be done on an allocation date, which is the 15th of the month. If your premium is received on an allocation date, your net premium will be immediately divided between the fixed and indexed alternatives you have selected. If your premium is received on a date other than an allocation date, your net premium will receive a short-term interest rate declared by us until the next allocation date, upon which your net premium and any short-term interest credited will be allocated to the fixed and indexed alternatives you have selected.

Interest Earning Periods: Under the fixed option and index option, the interest calculations are based upon a one-year measuring period. This one-year measuring period is referred to as an interest earning period. For each premium, the interest earning periods start on an allocation date and end one year later. Interest is calculated differently under each option.

Fixed Interest: For each premium allocated to the fixed option, the interest rate is declared in advance of each successive interest earning period, and it is guaranteed not to change during such period. The minimum fixed interest rate is 1.0%.

Index Interest: Index interest credited to the policy is determined, in part, by the percentage of change in the S&P 500[®] rather than by any investment in the equities that comprise the S&P 500[®]. For each premium allocated to any one of the alternative index interest crediting methods under the index option, there is a cap that applies to each alternative that is used to calculate the index interest rate. The caps are used to set the upper limit on the index interest rate for an interest earning period. These caps are declared in advance of each interest earning period and are guaranteed not to change during such period. Any interest attributable to a change in the index is credited only at the end of an interest earning period. There is no guarantee the index interest rate credited under any of the index interest alternatives will be equal to its cap or even greater than 0%.

¹ "Standard & Poor's", "S&P", "S&P 500", "Standard & Poor's 500" and "500" are trademarks of The McGraw-Hill Companies, Inc. and have been licensed for use by The Lafayette Life Insurance Company. This policy is not sponsored, endorsed, sold or promoted by Standard & Poor's and Standard & Poor's makes no representations regarding the advisability of purchasing this policy. The Standard and Poor's Composite Price Index does not include dividends paid by the S&P 500[®] companies.



Alternative Index Interest Methods

A Annual Point-to-Point

The index interest rate for this method is measured by calculating the percentage of change in the S&P 500® from the beginning of the interest earning period to the end of the interest earning period limited by the applicable cap.

B Monthly Average

The index interest rate for this method is measured by calculating the percentage of change between the S&P 500® at the beginning of the interest earning period and the average of the 12 monthly S&P 500® indices on the allocation dates immediately following the beginning of the interest earning period limited by the applicable cap.

C Monthly Cap

The index interest rate for this method is measured by calculating the sum of the percentage change in the S&P 500® for each of the 12 one-month periods within the interest earning period. Each monthly percentage increase is capped at the declared monthly cap rate; each monthly decrease is included in its entirety.

Under each method (A, B or C), the interest rate credited to the annuity at the end of an interest earning period is the index interest rate. This rate will not be less than 0% for an interest earning period. Any index interest is added at the end of the interest earning period. Interest credited, whether through the index or fixed option, cannot be lost by any declines in the index in future years.

Protection

Upon surrender, you will receive the surrender value of your annuity. The surrender value is the policy value less any applicable withdrawal charges. If withdrawal charges no longer apply, the policy value and the surrender value are the same.

Guaranteed Minimum Surrender Value:

If upon surrender, the surrender value is less than the guaranteed minimum surrender value, the guaranteed minimum surrender value will be paid. The guaranteed minimum surrender value of your contract will be 87.5% of net premiums (less any withdrawals) accumulated at 1–3% interest.

Withdrawal Charges

There are declining withdrawal charges for the first seven policy years. After the withdrawal charge period, you may continue the policy, but no withdrawal charges will apply.

The withdrawal charges are as follows:

Policy Year	1	2	3	4	5
Charge	8%	7%	6%	5%	4%
Policy Year	6	7			
Charge	3%	2%			

Access To Your Funds

Annuities are designed for long-term accumulation and not for short-term liquidity; however, limited liquidity is available in the early years of this policy while withdrawal charges are in effect. Starting in the first year, you may take automatic monthly withdrawals of the interest credited to your policy on all net premiums allocated to the **fixed option**.

After the first policy year and while withdrawal charges are in effect, 10% of the policy value



calculated as of the beginning of the policy year may be withdrawn without a withdrawal charge.

Cumulative withdrawals in one policy year exceeding 10% of the policy may be subject to withdrawal charges. If an annuitant is confined to an approved nursing facility, the free withdrawal amount is increased to 25% after the annuitant has been confined for 60 consecutive days. Withdrawal charges are waived if the annuitant suffers a terminal illness (as defined in the policy) after the first policy year. Lafayette Life does not credit index interest to amounts withdrawn from an index interest crediting method during an interest earning period.

All or some of each withdrawal is subject to income taxes, and if withdrawals are taken before age 59½, they may be subject to a penalty tax. Please consult your tax advisor regarding your specific situation.²

² Withdrawals made prior to age 59½ are generally subject to a 10% IRS penalty tax and may be subject to charges.

Transfers

On each anniversary of a net premium's initial allocation date, you may elect to transfer the value of such net premium between the interest crediting methods without any charges. Simply provide us with written notice before the allocation date and inform us of the amount you would like transferred.

Payout Options

One of the most valuable options of any annuity is its ability to provide you a guaranteed income. This income may be paid to you for a fixed period, over your lifetime, or the joint lifetimes of you and your spouse. Exercising one of the annuity payout options in the Marquis Centennial 7 contract can provide you with a guaranteed income that you cannot outlive.

Death Benefit

In the event of your death, the Marquis Centennial 7 will pay a death benefit equal to the policy value on the date of death. This benefit will pass free of probate to your named beneficiary.

Getting Started

Discuss with your financial professional whether the Marquis Centennial 7 Indexed Annuity is appropriate for you. Consider your age, financial situation and income needs.

For more information or to speak with an annuity specialist at Lafayette Life, call toll-free at 1.800.443.8793, extension 3700, or logon to www.LafayetteLife.com.





Life insurance products are not bank products, are not a deposit, are not insured by the FDIC, or any other federal entity, have no bank guarantee, and may lose value. Life insurance products are issued and guaranteed by The Lafayette Life Insurance Company, Cincinnati, Ohio. Guarantees are based on the claims-paying ability of the company.

The Lafayette Life Insurance Company operates in D.C. and all states except AK and NY, and is a member of Western & Southern Financial Group.

Product approval, availability and features may vary by state. Marquis Centennial 7 Indexed Annuity is for use with contract series LL-11-FPIA-1.

The Lafayette Life Insurance Company and its agents do not offer legal or tax advice. The information contained herein is general in nature and for informational purposes only. Always consult an attorney or tax advisor regarding your specific legal or tax situation.

The Lafayette Life Insurance Company

With more than one hundred years of service to policyholders, The Lafayette Life Insurance Company has proven itself a leader in providing individual life insurance, annuities, and retirement and pension products and services.

Lafayette Life is a member of Western & Southern Financial Group, a family of financial services companies whose heritage dates back to 1888 with assets owned, managed and under our care in excess of \$51 billion as of September 30, 2011. With the strength of our organization and our ongoing commitment to servicing you, your business and your family, The Lafayette Life Insurance Company is a company you can depend on. Find out more about our financial strength and distinguished history at www.LafayetteLife.com.



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