Protective Fixed Annuities

Rates are set every two weeks and may change without notice. Depending on market conditions, rates may be set more frequently.

Protective ProSaver® Secure II Available in all states.					Rates effe	ctive -	9/16/2014	
	1-\	⁄ear	2-Year		4-Year		6-Year	
Guarantee Period	With	Without	With	Without	With	Without	With	Without
duarantee i enou	Principal							
	Protection							
Contract Value Under \$50,000	3.00%	3.65%	2.00%	2.50%	1.50%	1.85%	1.35%	1.60%
Contract Value \$50,000+	4.00%	4.65%	2.50%	3.00%	1.75%	2.10%	1.60%	1.85%

Rates include any applicable interest rate bonus. ProSaver® Secure II is a limited flexible premium fixed deferred annuity contract with a 7-year surrender charge period. Policy form series P-3270. In NY, policy form series A-3270. Policy form numbers, product features and availability may vary by state. Limits may apply. At times, certain guarantee periods may not be available.

Protective FutureSaver® II Available in all states except DE, MN, NY, and	I VT.				Rates effective - 9/16/20			4	
Guarantee Period	uarantee Period 3-Year 4-Year 5-Year 6-Year								
Base credited rate without MBG*	N/A	N/A	1.05%	1.30%	1.55%	1.85%	1.95%	2.10%	
1st Year Effective Yield with Premium Bonus**	N/A	N/A	2.06%	2.31%	2.57%	2.87%	2.97%	3.12%	
Average Annual Effective Yield with Premium Bonus**	N/A	N/A	1.25%	1.47%	1.69%	1.98%	2.06%	2.20%	

^{*}Optional money back guarantee (MBG): If this option is elected, credited rates are reduced by 0.10% for guarantee periods 3-6 years and 0.05% for guarantee periods 7-10 years.

FutureSaver® II is a flexible premium deferred market value adjusted annuity contract. Policy series IPD-2151, -2152, 2153, -2154. Policy form numbers, product features and availability may vary by state. At times, certain guarantee periods may not be available.

Protective Immediate Annuities

Protective ProPayer® Available in all states exce		Rates effective -	9/16/2014		
Payout Option	10-Year Period Certain	15-Year Period Certain	20-Year Period Certain	Life and 10-Year Period Certain	Life and 20-Year Period Certain
Monthly Payment*	\$866.86	\$617.20	\$493.34	\$475.25	\$425.58

^{*}Monthly payment for a 65 year old male with a non-qualified premium of \$100,000, a one month payment delay, and 0% premium tax. Premium tax will vary depending on the state, and may cause the monthly amount to be different. (Net of any applicable premium tax).

ProPayer® Income is a single premium immediate annuity contract. Policy form series IPD-2112. Policy form numbers, product features and availability may vary by state.

Protective ProPayer® Available <i>only</i> in NY.	i	Rates effective -	9/16/2014		
Payout Option	10-Year Period Certain	15-Year Period Certain	20-Year Period Certain	Life and 10-Year Period Certain	Life and 20-Year Period Certain
Monthly Payment*	\$866.86	\$617.20	\$493.34	\$475.25	\$425.58

*Monthly payment for a 65 year old male with a non-qualified premium of \$100,000, a one month payment delay, and 0% premium tax.ProPayer® Income NY is a single premium immediate annuity contract. Policy form number AF-2112.



Not a Deposit	Not	Insured by Any Federal Government Agency
No Bank Guarantee		Not FDIC Insured

page 1 of 3

^{**}First year premium bonus: Currently, aggregate purchase payments of \$100,000 or more qualify for a premium bonus of 0.50% for guarantee periods 3-4 years and 1.00% for guarantee periods 5-10 years. The premium bonus may change at any time without notice, and may not be offered at all times for all guarantee periods.

Protective Indexed Annuities

Protective Indexed Annuity II Available in all states except NY.

Rates effective -

/16/2014

With ROP1

Surrender Schedule		5-`	Year			7-	Year		10-year				
Crediting Option	Fixed Rate	Annual Pt-to-Pt Rate Cap ²	Annual Tiered	Rate ³	Fixed Rate	Annual Pt-to-Pt Rate Cap ²	Pt Annual Tiered Rate ³		Fixed Rate	Pt_to_Pt /\nni		Annual Tiered Rate ³	
			Base Rate	1.50%			Base Rate	1.60%			Base Rate	1.70%	
Contract Value Under \$100,000	1.00%	2.00%	Rate Enhancement	3.45%	1.00%	2.10%	Rate Enhancement	3.45%	1.00%	2.25%	Rate Enhancement	3.45%	
			Total	4.95%			Total	5.05%			Total	5.15%	
			Base Rate	1.80%			Base Rate	1.90%			Base Rate	2.00%	
Contract Value \$100,000+	1.00%	2.30%	Rate Enhancement	3.45%	1.00%	2.40%	Rate Enhancement	3.45%	1.00%	2.55%	Rate Enhancement	3.45%	
			Total	5.25%			Total	5.35%			Total	5.45%	

- 1/1/	/ ITN	\cap	

THE TOTAL THE TENTH OF THE TENT												
Surrender Schedule	5-Year				7-Year				10-year			
Crediting Option	Fixed Rate	Annual Pt-to-Pt Rate Cap ²	Annual Tiered Rate ³		Fixed Rate	Annual Pt-to-Pt Rate Cap ²	Annual Tiered Rate ³		Fixed Rate	Annual Pt-to-Pt Rate Cap ²	Annual Tiered	Rate ³
			Base Rate	2.45%			Base Rate	2.70%			Base Rate	2.80%
Contract Value Under \$100,000	1.65%	3.45%	Rate Enhancement	3.45%	1.80%	3.60%	Rate Enhancement	3.45%	1.85%	3.80%	Rate Enhancement	3.45%
			Total	5.90%			Total	6.15%			Total	6.25%
			Base Rate	2.75%			Base Rate	3.00%			Base Rate	3.10%
Contract Value \$100,000+	1.80%	3.75%	Rate Enhancement	3.45%	1.95%	3.90%	Rate Enhancement	3.45%	2.00%	4.10%	Rate Enhancement	3.45%
			Total	6.20%			Total	6.45%			Total	6.55%

The minimum value available upon full surrender, death or annuitization of the contract is equal to 100% of the aggregate deposits less aggregate gross withdrawals, all accumulated at an annual effective interest rate of 1%, reduced by any applicable withdrawal charge.

- ¹ Contracts including the Return of Purchase Payment (ROP) feature may earn a lower interest rate than those without it.
- ² Amounts allocated to this strategy earn interest in arrears based, in part, on the performance of the S&P 500® Index. The interest credited is equal to the percentage change of the index up to the interest rate cap, but not less than 0%. The interest rate cap is first set when the contract is purchased and thereafter, annually at the beginning of each contract year.
- ³ Amounts allocated to this strategy earn interest in arrears based, in part, on the performance of the S&P 500® Index. The performance tier and performance interest rate enhancement are set when the contract is purchased and will not change. The interest rate cap is first set when the contract is purchased and thereafter, annually at the beginning of each contract year.
 - If the index performance is not negative, but less than the performance tier, the interest rate for the contract year will be the base interest rate.
 - If the index performance reaches or exceeds the performance tier, the interest rate will be the base interest rate plus the performance interest rate enhancement.

Effective 9/16/2014, the S&P 500® Index must have an annual return of 15.00% for the performance interest rate enhancement to be applied.

The S&P 500® Index is one of the most commonly used benchmarks for the U.S. equity market. It is a market capitalization weighted index of 500 of the largest U.S. companies and includes a representative sample of leading companies in leading industries of the U.S. economy. This index is based on the stock prices of these companies and does not include dividends. You cannot invest directly in the Index. Payments allocated to the fixed account do not involve the S&P 500 Index.

This annuity rate notification is intended only as a summary of the current rates and indexing strategies offered for the listed product(s). The insurance company sets interest rates at its sole discretion and cannot guarantee or predict future interest rates. All non-guaranteed components of the indexing formula may change and could be different in the future. For product details, benefits, limitations and exclusions, please consult the contract, product guide and disclosure statement. These documents describe the terms and conditions that control the insurance company's contractual obligations. Indexed interest could be less than that earned in a traditional fixed annuity, and could be zero.

The Protective Indexed Annuity II is a limited flexible premium deferred indexed annuity contract issued under policy form series FIA-P-2008. Policy form numbers, product availability and features may vary by state. The Protective Indexed Annuity II is not an investment in any index, is not a security or stock market investment, does not participate in any stock or equity investment, and does not contain dividends.



page 2 of 3

For more information, supplies or sales assistance, please call the Independent Agent Annuity Sales Desk at 800.421.5614.

The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Protective Life. Standard & Poor's®, S&P® and S&P 500® 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 Protective Life. The Protective Indexed Annuity is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, any of their respective affiliates (collectively, "S&P Dow Jones Indices"). S&P Dow Jones Indices makes no representation or warranty, express or implied, to the owners of the Protective Indexed Annuity or any member of the public regarding the advisability of investing in securities generally or in The Protective Indexed Annuity particularly or the ability of the S&P 500 Index to track general market performance. S&P Dow Jones Indices' only relationship to Protective Life with respect to the S&P 500 Index is the licensing of the Index and certain trademarks, service marks and/or trade names of S&P Dow Jones Indices or its licensors. The S&P 500 Index is determined, composed and calculated by S&P Dow Jones Indices without regard to Protective Life or the Protective Indexed Annuity. S&P Dow Jones Indices have no obligation to take the needs of Protective Life or the owners of the Protective Indexed Annuity into consideration in determining, composing or calculating the S&P 500 Index. S&P Dow Jones Indices is not responsible for and has not participated in the determination of the prices, and amount of the Protective Indexed Annuity or the timing of the issuance or sale of the Protective Indexed Annuity or in the determination or calculation of the equation by which the Protective Indexed Annuity is to be converted into cash, surrendered or redeemed, as the case may be. S&P Dow Jones Indices has no obligation or liability in connection with the administration, marketing or trading of The Protective Indexed Annuity. There is no assurance that investment products based on the S&P 500 Index will accurately track index performance or provide positive investment returns. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within an index is not a recommendation by S&P Dow Jones Indices to buy, sell, or hold such security, nor is it considered to be investment advice. Notwithstanding the foregoing, CME Group Inc. and its affiliates may independently issue and/or sponsor financial products unrelated to The Protective Indexed Annuity currently being issued by Protective Life, but which may be similar to and competitive with The Protective Indexed Annuity. In addition, CME Group Inc. and its affiliates may trade financial products which are linked to the performance of the S&P 500 Index.

S&P DOW JONES INDICES DOES NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE S&P 500 INDEX OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES MAKES NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY PROTECTIVE LIFE, OWNERS OF THE PROTECTIVE INDEXED ANNUITY, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE S&P 500 INDEX OR WITH RESPECT TO ANY DATA RELATED THERETO. WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE. THERE ARE NO THIRD PARTY BENEFICIARIES OF ANY AGREEMENTS OR ARRANGEMENTS BETWEEN S&P DOW JONES INDICES AND PROTECTIVE LIFE, OTHER THAN THE LICENSORS OF S&P DOW JONES INDICES.

Protective and Protective Life refers to Protective Life Insurance Company (PLICO) and its affiliates, including Protective Life & Annuity Insurance Company (PLAICO). Annuities are issued by PLICO in all states except New York and in New York by PLAICO, both located in Birmingham, AL. Each company is solely responsible for the financial obligations accruing under the products it issues.

This annuity rate notification is intended only as a summary of the current rates offered for the listed products. Annuities are long-term investments intended for retirement planning. For product details, benefits, limitations, and exclusions, please consult the contract, product guide, and disclosure statement. These documents describe the terms and conditions that control the insurance company's contractual obligations. The insurance company sets interest rates at its sole discretion and cannot guarantee or predict future interest rates.

All guarantees are subject to the claims-paying ability of the insurance company.

www.protective.com

page 3 of 3

