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Jackson Marketing Campaigns Garner Multiple Accolades

Business Wire, Inc.

Award-Winning Marketing Team Consistently Recognized Across the Industry

DENVER--(BUSINESS WIRE)-- Jackson National Life Insurance Company®'s (Jackson®'s) marketing department earned 23 awards from various industry and communications organizations throughout 2011. Jackson received recognition for several of the company's recent marketing collateral, educational pieces and electronic campaign elements. The firm's marketing materials have been acknowledged throughout the industry for the past four years, and 2011 marks the second consecutive year that Jackson earned 23 accolades.

Overall, Jackson took home 13 awards at the 17th Annual Communicator Awards and was honored five times at each of the 22nd Annual Apex Awards and the 78th Annual Insurance and Financial Communicators Association's (IFCA) Awards competitions. All three organizations honor creative excellence and recognize outstanding marketing and communications materials.

Collateral in support of Jackson National Life Distributors Executive Vice President Dr. Gregory Salsbury's book, *Retirementology: Rethinking the American Dream in a New Economy*, garnered two Awards of Distinction from the Communicator Awards, three Awards of Excellence from Apex and one Award of Excellence from IFCA. The awards recognized several supplemental materials to the book, including a "Seminar to Go" electronic kit as well as a Retirement Income Planning brochure. In addition, the Retirementology website and the concepts within the book were honored for their creativity, engagement and easy-to-understand format.

Jackson's Freedom Flex Multimedia Kit earned a Grand Award, Award of Distinction and Honorable Mention from Apex, Communicator Awards and IFCA, respectively. According to the IFCA judges, this campaign was:

"Low-key, persuasive and very effective interactive presentation. The scripting is fast paced but not rushed—with useful visuals to reinforce the copy. You come away from the presentation wanting to reach for your phone to call an adviser. Impressive."

The Freedom Flex collateral is designed to support financial advisers, acknowledging the fact that they work with many different types of clients, each with a unique financial situation. In addition, the material stresses the importance of offering a clear, customizable retirement solution.

To help increase referrals, Jackson's marketing team developed a creative direct mail campaign aimed at advisers. The campaign included "referral games" designed to increase engagement and encourage friendly competition among staff. The referral postcards received two Awards of Excellence from IFCA and the Communicator Awards for their uniqueness and "great art direction."



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"Our marketing collateral is designed to suit the conditions of the market," said Kathy Schofield, vice president of marketing for Jackson National Life Distributors, LLC. "Year after year, we focus on developing content that is relevant to the ever-changing industry environment. We understand the importance of brand evolution, and are honored to be consistently recognized as an award-winning department."

Jackson views its marketing materials as tools to help advisers grow their business, and the continued campaign success has helped increase Jackson's rankings in several categories throughout Cogent Research's Advisor Brandscape™ report. This year, Jackson ranks first among variable annuity providers for adviser loyalty¹, up from second in 2010.

Jackson's marketing department is based at the company's distribution office, located in Denver, Colorado. For more information on Jackson's marketing campaigns and other awards received, please contact Kathy Schofield at 303-224-7514 or Kathy.Schofield@jackson.com.

About Jackson National Life Insurance Company

With \$115.7 billion in assets (IFRS), Jackson National Life Insurance Company (Jackson) is an industry leader in variable, fixed and fixed index annuities. The company also offers life insurance and institutional products. Jackson markets its products in 49 states and the District of Columbia through independent and regional broker-dealers, financial institutions and independent insurance agents. Jackson's subsidiary, Jackson National Life Insurance Company of New York®, similarly markets products in the state of New York. Through its affiliates and subsidiaries, Jackson also provides asset management and retail brokerage services. For more information, visit www.jackson.com.*

**Jackson has \$115.7 billion in total IFRS assets and \$105.5 billion in IFRS policy liabilities primarily set aside to pay future policyowner benefits (as of 6/30/11).*

1. Cogent Research Advisor Brandscape™: p. 135, August 2011

Jackson is the marketing name for Jackson National Life Insurance Company® and Jackson National Life Insurance Company of New York®. Jackson National Life Distributors LLC.

Annuities and life insurance products are issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York (Home Office: Purchase, New York). Variable products are distributed by Jackson National Life Distributors LLC. May not be available in all states and state variations may apply. These contracts have limitations and restrictions, including possible withdrawal charges, recapture charges and excess interest adjustments. Contact your representative or the Company for more information.

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Jackson National Life Insurance Company is an indirect subsidiary of Prudential plc, a company incorporated and with its principal place of business in the United Kingdom. Prudential plc and its affiliated companies constitute one of the world's leading financial service groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 160 years and had more than \$560 billion in assets under management as of June 30, 2011. Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

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