

REMINDER Rate Hold Process

Traditional Annuities (MYGA):

- On 1035 or transfers from other insurance carriers, all paperwork must be received in good order by Tuesday, August 31st, 2010 in order to hold rates.

Fixed Indexed Annuities:

- To receive the September 1, 2010 Buy Date: Cash with Application must be received by August 30, 2010.
- To receive the September 1, 2010 Rate Lock: 1035/Transfer Application must be received by August 31, 2010 and premium within 60 days.

September 2010 Interest Rate Announcement



The effective date for all fixed deferred products is September 1, 2010. The effective date for fixed indexed products is September 1, 2010.

Buy Date Deadlines for Indexed Annuities: To receive the September 1, 2010 Buy Date: Cash with Application must be received by August 30, 2010.
To receive the September 1, 2010 Rate Lock: 1035/Transfer Application must be received by August 31, 2010 and premium within 60 days.

Fixed Indexed Annuities											
	1-Year S&P® Monthly Pt-to-Pt	2-Year S&P® Monthly Pt-to-Pt	3-Year S&P® Monthly Pt-to-Pt	S&P® Monthly Average	S&P® Annual Pt-to-Pt	S&P® Monthly Avg. Spread	2 Yr Monthly Avg Cap	Fixed**	Surrender Charges	Commission	
										Up Front WA	Trail Options
Spectrum Product											
OMIndex-Spectrum 9 floating min.	1.10%	1.50%	2.00%	3.25%	3.00%	--	--	1.50%	15, 15, 15, 14.5, 13.5, 12.5, 10, 7, 4, 0%	9.00%	50 bps, 100 bps
OM Accelerator Bonus Products											
OMIndex-Accelerator 7 floating min.	1.40%	--	--	3.50%	3.25%	--	7.50%	1.75%	10, 9, 8, 7, 6, 5, 4, 0%	5.00%	--
OMIndex-Accelerator 10 floating min.	1.30%	--	--	3.25%	3.00%	--	7.00%	1.10%	10, 10, 10, 10, 9, 8, 7, 6, 4, 2, 0%	8.00%	--
Loyalty Rewards Family Products											
OMIndex-Escalator 6 floating min.	1.00%	--	--	3.25%	3.00%	--	--	1.25%	9, 9, 8, 7, 6, 5, 0%	4.00%	PTO
OMIndex-Escalator 8 floating min.	1.00%	--	--	3.25%	3.00%	--	--	1.25%	13.75, 12.75, 11.75, 10.75, 10, 9, 8, 7, 0%	5.50%	PTO
OMIndex-Escalator 10 floating min.	1.00%	--	--	3.25%	3.00%	--	--	1.25%	14.75, 13.75, 12.75, 11.75, 10.75, 10, 9, 8, 7, 6, 0%	6.50%	PTO
Safety Index Family Products											
OMIndex-Safety 7 (High Band, \$100,000+ premium)	1.25%	--	--	3.50%	3.25%	--	--	2.00%	10, 10, 10, 9, 8, 7, 6, 0%	5.50%	PTO, 100 bps
OMIndex-Safety 7 (Std. Band, under \$100,000 premium)	1.00%	--	--	3.25%	3.00%	--	--	1.75%	10, 10, 10, 9, 8, 7, 6, 0%	5.50%	PTO, 100 bps
OMIndex-Safety 10 (High Band, \$100,000+ premium)	1.25%	--	--	3.50%	3.25%	--	--	2.00%	10, 10, 10, 9, 8, 7, 6, 5, 4, 3, 0%	7.00%	PTO, 100 bps
OMIndex-Safety 10 (Std. Band, under \$100,000 premium)	1.00%	--	--	3.25%	3.00%	--	--	1.75%	10, 10, 10, 9, 8, 7, 6, 5, 4, 3, 0%	7.00%	PTO, 100 bps
OM Financial Life Insurance Company of New York											
OMNYIndex-Spectrum 7	1.00%	--	--	3.50%	3.00%	--	--	2.00%	10, 10, 10, 10, 8, 6, 3, 0%	4.50%	50 bps
OMNYIndex-Spectrum 10	1.00%	--	--	3.50%	3.00%	--	--	2.00%	10, 10, 10, 10, 10, 8, 6, 4, 2, 0%	5.00%	50 bps

Rates are subject to change. Please refer to SalesLink for most up-to-date information.
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September 2010 Interest Rate Announcement



Deadline for MYGA products:

On 1035 or transfers from other insurance carriers, all paperwork must be received in good order by August 31, 2010 in order to hold rates.

Fixed Indexed Annuities						Surrender Charges	Commission
	5 Year		7 Year			Up Front WA	Trail Options
	<u>Yr 1</u>	<u>Yrs 2-5</u>	<u>Yr 1</u>	<u>Yrs 2-7</u>			
OMGuarantee-Plus* 1st year 1% bonus with MVA	3.80%	2.80%	3.90%	2.90%	5 yr. 9, 8, 7, 6, 5, 0% 7 yr. 9, 8, 7, 6, 5, 4, 3, 0	5 yr. 2.50% 7 yr. 3.25%	--
OMGuarantee-Platinum*	<u>Yr 1-5</u> 3.10%		<u>Yrs 1-7</u> 3.20%		5 yr. 9, 8, 7, 6, 5, 0% 7 yr. 9, 8, 7, 6, 5, 4, 3, 0	5 yr. 2.50% 7 yr. 3.25%	--
OMGuarantee-Plus 3* 1st year 1% bonus with MVA	<u>Yr 1</u> 2.60%	<u>Yrs 2-3</u> 1.60%				9, 8, 7, 0%	1.50%
OMGuarantee-Platinum 3*	<u>Yr 1</u>	<u>Yrs 2-3</u>					
*Rates apply for CT/NC/OK, but repeating surrender charges do not apply to the asterisked products in CT/NC/OK.							
State Variation Annuity Portfolio							
CT/NC/OK Only	<u>Yr 1-5</u>						
OMGuarantee-Platinum 5**	2.95%		**Repeating Surrender Charges do not apply.			9, 8, 7, 6, 5, 0%	2.50%
Minimum Guarantee: Floating Rate 3.00% or 2% minimum. In select states, these products June employ the Minimum Guaranteed Enhancement Rider, which means the minimum guarantee can go up if market conditions warrant and is currently 2%. A floating rate state crediting a minimum guarantee of 1.9% will automatically go up to 2.00% on these products.							
DM Financial Life Insurance Company of New York - Traditional Annuities							
	<u>Yr 1</u>	<u>Base Rate</u>					
OMNYGuarantee-Plus 5	3.80%	2.80%	Includes 1% first year bonus			7, 6, 5, 4, 3, 0%	1.25%
OMNYGuarantee-Plus 7	3.90%	2.90%	Includes 1% first year bonus			7, 6, 5, 4, 3, 2, 1, 0%	1.25%
All rates include first-year bonus, if applicable. Product availability and features June vary.							
Red text indicates a negative change or decrease in rates. Green text indicates a positive change or increase in rates. Black text indicates no change.							