



Upcoming Product and Rider Changes

Great American is committed to remaining a financially strong company that's here for you and your clients for many years to come.

Therefore, we've made the decision to temporarily suspend the following products effective **March 23, 2020**.

- All optional income and death benefit riders
- American Custom 10 fixed-indexed annuity and associated riders
- Premier Bonus and Premier Income Bonus fixed-indexed annuities

New Business notes

In order to purchase a suspended product/rider:

- Paper applications must be signed by Friday, March 20 and received by April 3, 2020.
- Electronic applications must be submitted by Friday, March 20 and received by April 3, 2020.
- All funds must be received in the Home Office by May 20, 2020.

Keeping our commitment to you

With roots dating back to 1872, Great American has weathered many financial storms, the most recent being the Great Recession. While many insurance companies saw their ratings fluctuate during those uncertain times, Great American's ratings remained steady. We're proud to be rated "A" Excellent by A.M. Best and "A+" by Standard & Poor's.

Regardless of what's happening in the market, our commitment to you and your clients remains unchanged.

If you have any questions, please contact your Great American Sales team at 800-438-3398.

Thank you for your continued support!

Please note product availability may vary by broker/dealer.



It pays to keep things simple.®

© 2020 Great American Life Insurance Company® and Annuity Investors Life Insurance Company®, members of Great American Insurance Group, Cincinnati, Ohio. All Rights Reserved. **For producer use only. Not for use in sales solicitation.**

