

FOR IMMEDIATE RELEASE

Jackson[®] Announces Record Sales and Operating Income in 2010

LANSING, Mich. — March 9, 2011 — During 2010, Jackson National Life Insurance Company[®] (Jackson) achieved record sales and deposits of \$19.8 billion¹ and record IFRS pretax operating income of \$1.3 billion.² Total sales and deposits climbed 30 percent over 2009, driven by a 47-percent increase in variable annuity (VA) sales to nearly \$14.7 billion.

IFRS pretax operating income increased 33 percent over 2009, due primarily to higher spread and fee income. Jackson's 2010 IFRS net income of \$509 million was lower than the \$670 million reported in the prior year due largely to the benefit from the reversal of a \$319 million tax valuation allowance in 2009. Total IFRS assets increased to \$107 billion at the end of 2010, up from \$88 billion at the end of 2009.³

"In 2010, Jackson extended its track record of generating sustainable, profitable growth," said Mike Wells, Jackson's president and chief executive officer. "Jackson earned more than a half-billion dollars in IFRS net income, which the company achieved in six out of the past seven years."

Jackson, an indirect wholly owned subsidiary of the United Kingdom's Prudential plc (NYSE: PUK), finished 2010 with record retail sales and deposits in the fourth quarter of nearly \$5.5 billion.¹ Annuity net flows (total premium minus surrenders, death benefits and annuitizations) of \$10.9 billion in 2010 were 38 percent higher than 2009. During 2010, Jackson ranked second in variable annuity net flow, according to reporting by SimFund VA.⁴ At December 31, 2010, Jackson had \$4.6 billion of regulatory adjusted capital, more than nine times the regulatory requirement⁵, up from \$4.0 billion at the end of 2009.

As of February 28, 2011, Jackson had the following ratings⁶:

- A+ (superior) A.M. Best financial strength rating, the second-highest of 16 rating categories
- AA (very strong) Standard & Poor's insurer financial strength rating, the third-highest of 21 rating categories
- AA (very strong) Fitch Ratings insurer financial strength rating, the third-highest of 24 rating categories
- A1 (good) Moody's Investors Service, Inc. insurance financial strength rating, the fifth-highest of 21 rating categories

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Curian Capital (Curian), Jackson's subsidiary that provides separately managed accounts, attracted \$2.1 billion in deposits during 2010, up 69 percent over the prior year. As of December 31, 2010, Curian's assets under management totaled \$5.4 billion, compared to \$3.6 billion at the end of 2009. Curian reached accounting profitability during the year, contributing \$2 million to Jackson's IFRS pretax operating income. Curian's quarterly deposits reached a record high of \$607 million during the fourth quarter of 2010, up 31 percent from the fourth quarter of 2009 and 28 percent higher than the third quarter of 2010.

Sales of fixed index annuities were nearly \$1.7 billion, compared to more than \$2.2 billion in 2009, as Jackson focused its marketing efforts on higher margin and less capital intensive variable annuity products. Jackson sold nearly \$1.3 billion in traditional deferred fixed annuities during 2010, compared to more than \$1.6 billion during the prior year. Jackson seeks to balance new business opportunities with capital and cash conservation priorities, which has resulted in a greater emphasis on the sale of equity-based rather than fixed products.

"Jackson's strong earnings performance was the result of higher spread income and higher separate account fee income, which increased due to substantial positive net flows and the improved equity markets," said Chad Myers, Jackson's executive vice president and chief financial officer. "Furthermore, Jackson processed record levels of new business in 2010, yet maintained a high level of efficiency and award-winning customer service standards in its operations, keeping its expense ratio flat compared to 2009."

For the full year 2010, Jackson achieved top-three rankings in total annuity and variable annuity sales.⁷ During 2010, Jackson ranked:

- Third in total annuity sales with a market share of 8.0 percent, up from fourth and a market share of 5.9 percent in 2009;⁸
- Third in new variable annuity sales with a market share of 10.7 percent, up from fourth and a market share of 8.1 percent in 2009;⁹
- Sixth in fixed index annuity sales with a market share of 5.1 percent, compared to fifth and a market share of 7.3 percent in 2009;⁸
- Eighth in traditional deferred fixed annuity sales with a market share of 3.5 percent, up from 13th and a market share of 2.2 percent in 2009.⁸

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Jackson's affiliate, National Planning Holdings[®], Inc. (NPH[®]), a network of four independent broker-dealers, generated IFRS revenue of \$694 million during 2010, an increase of nearly 14 percent over 2009. IFRS net income tripled year over year to \$8.4 million. The network reported gross product sales of \$14.3 billion in 2010, compared to \$14.1 billion during the prior year. At December 31, 2010, NPH had 3,461 registered representatives, compared to 3,478 at December 31, 2009.

"Jackson continues to benefit from a flight to quality," Wells said. "Advisers consider Jackson to be a quality business partner and leader in the retirement services industry due to our value-added wholesaling support, strong risk management capabilities and stable financial performance."

¹Deposits from Jackson's subsidiary Curian Capital have been included in Jackson's total sales and deposits figures.

²International Financial Reporting Standards (IFRS) is a principles-based set of international accounting standards indicating how transactions and other events should be reported in financial statements. IFRS is issued by the International Accounting Standards Board in an effort to increase global comparability of financial statements and results. IFRS is used by Jackson's parent, Prudential plc, to report the Group's financial results.

IFRS pretax operating income is based on longer-term investment returns. It excludes short-term fluctuations in investment returns, hedge results, and change in value of derivatives. A reconciliation to net income based on US generally accepted accounting principles (US GAAP) is as follows (amounts in millions):

\$ 1,291	IFRS basis pretax income from operations
(587)	Net hedge results and change in value of derivatives, net of DAC amortization
24	Net realized investment gains, net of DAC amortization and non-controlling interest
(35)	Normalization of longer-term investment returns, net of DAC amortization
<u>(184)</u>	Income tax expense
509	IFRS net income
<u>(11)</u>	IFRS to US GAAP adjustments, net of tax
\$ 498	US GAAP basis net income

³Jackson also has \$97 billion of IFRS policy liabilities primarily set aside to pay future policyowner benefits (as of 12/31/10).

⁴Source: SimFund VA Full-Year 2010 Net Flow Report. Jackson ranked number two out of 104 companies.

⁵Based on authorized control level capital requirements.

⁶Financial strength ratings do not apply to the principal amount or investment performance of the separate account or underlying investments of variable products.

⁷Sources: LIMRA International U.S. Individual Annuities Sales Survey, Full Year 2010; and The Morningstar Annuity Research Center, Full Year 2010 Results.

⁸Source: LIMRA International U.S. Individual Annuities Sales Survey, Full Year 2010 and Full Year 2009. In total annuity sales, Jackson ranked third out of 60 companies in 2010 and fourth out of 59 companies in 2009. In fixed index annuity sales, Jackson ranked sixth out of 30 companies in 2010 and fifth out of 31 companies in 2009. In traditional deferred fixed annuity sales, Jackson ranked eighth out of 58 companies in 2010 and 13th out of 59 companies in 2009.

⁹Source: The Morningstar Annuity Research Center, Full Year 2010 Results and Full Year 2009 Results. Jackson ranked third out of 40 companies in 2010 and fourth out of 37 companies in 2009.

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Before investing in variable products, investors should carefully consider the investment objectives, risks, charges and expenses of the variable product and its underlying investment options. The current contract prospectus and underlying fund prospectuses, which are contained in the same document, provide this and other important information. Please contact your representative or the Company to obtain the prospectuses. Please read the prospectuses carefully before investing or sending money.

About Jackson National Life Insurance Company

With \$107 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 \$107 billion in total IFRS assets and \$97 billion in IFRS policy liabilities primarily set aside to pay future policyowner benefits (as of 12/31/10).*

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.

Please remember that a Jackson annuity is intended to be a long-term, tax-deferred vehicle for retirement. An annuity's earnings are taxable as ordinary income when withdrawn and, if taken before age 59 1/2, may be subject to a 10% federal tax penalty. Variable annuities involve investment risks and may lose value.

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 \$532 billion in assets under management as of December 31, 2010. 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.

The following cautionary statement is included to make applicable and take advantage of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 for any forward-looking statements made by, or on behalf of, the Company. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements which are other than statements of historical facts. However, as with any projection or forecast, forward-looking statements are inherently susceptible to a number of risks and uncertainties and actual results and events could differ materially from those currently being anticipated as reflected in such forward-looking statements. There can be no assurance that management's expectations, beliefs or projections will result or be achieved or accomplished.

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