

WRL History & Ratings



Insurance offered by:



Western Reserve Life Assurance Co. of Ohio

Western Reserve Life

*Our financial strength, our history,
your freedom to choose.*

Our History

Bill Callaghan had most of what it took to launch his own life insurance company. He exuded an entrepreneurial spirit and had learned the business from the bottom up while working for his family's property and casualty agency. He also had the vision to foresee that Americans needed new ways to gain financial security.

What he didn't have was money. Undeterred, in November 1958, he persuaded 323 investors to buy into his ideas for \$5 a share.

Western Reserve Life (WRL) became a pioneer in products that offer clients not only financial protection but opportunities to accumulate wealth in the securities markets.

By the mid-1960s, mutual funds were emerging as a popular financial instrument. However, consumers were hard pressed to afford both the premiums on traditional, whole-life insurance and investments in mutual funds. WRL pioneered the solution to this dilemma with the introduction of a new marketing concept, The Balanced Program. The Balanced Program gave consumers the power to enjoy the cost-effective security of term life insurance and the growth potential of mutual funds with a single check.

WRL continued to innovate new products with its first variable universal life insurance product being launched in 1986. This revolutionary product gave consumers all the benefits of life insurance along with the power to choose among investment options, ranging from the lower risk-lower return potential of bonds to the higher risk-higher return potential of equities.

Both the return and principal value of variable universal life insurance policy investment options will fluctuate, so when the units are redeemed, they may be worth more or less than their original cost.

From these humble beginnings, WRL has grown into an institution with more than \$122 billion of life insurance in force as of 12/31/2009.

In 1991, WRL became an AEGON company. AEGON is one of the worlds leading insurance and financial services organizations.

Today, WRL continues to help people work toward their financial goals with innovative products and a dedication to service.



Our Ratings

Ratings are a gauge of an insurance company's ability to meet its obligations to its policyholders and contract owners. They're issued by independent rating agencies that assess an insurer's financial situation, including its revenues, asset-to-debt ratio, liquidity and management quality. While ratings measure a company's relative financial strength and security, they do not apply to the performance or stability of a company's variable product investment options.

We're proud of our consistently high ratings, which reflect the care we take to ensure that we can meet our commitments to you. Our financial strength is our way of showing that when you need us, we'll be there.

The following are the ratings we've earned from leading independent agencies:

A.M. Best

A+ (Superior)

A is the second-highest of 16 possible ratings

A.M. Best's financial strength rating is an independent opinion as to an insurer's financial strength and ability to meet ongoing obligations to policyholders. It is based on a comprehensive quantitative and qualitative evaluation of a company's balance sheet strength, operating performance and business profile.

"A" Category Definition: Assigned to companies that have a superior ability to meet their ongoing obligations to policyholders. Ratings from A to C also may be enhanced with a "++" (double plus), "+" (plus) or "-" (minus) to indicate whether credit quality is near the top or bottom of a category.

Fitch

AA- (Very strong)

AA is the fourth-highest of 19 possible ratings

The Fitch Insurer Financial Strength (IFS) Rating provides an assessment of the financial strength of an insurance company. The IFS Rating is assigned to the insurance company's policyholder obligations, including assumed reinsurance obligations and contract holder obligations, such as guaranteed investment contracts. The IFS Rating reflects both the ability of the insurer to meet these obligations on a timely basis, and expected recoveries received by claimants in the event the insurer stops making payments or payments are interrupted, due to either the failure of the insurer or some form of regulatory intervention.

“AA” Category Definition: ‘AA’ IFS Ratings denote a very low expectation of ceased or interrupted payments. They indicate very strong capacity to meet policyholder and contract obligations. This capacity is not significantly vulnerable to foreseeable events. “+” or “-” may be appended to a rating to indicate the relative position of a credit within the rating category. Such suffixes are not added to ratings in the “AAA” category or to ratings below the “CCC” category.



Please contact WRL at 1-800-851-9777 or your financial professional for a prospectus that contains complete information about variable universal life insurance (VUL) including fees, investment objectives, surrender charges, risks, expenses, performance information and other information about the VUL. Please carefully consider all these important factors and read the prospectus carefully before investing. Variable product subaccounts are subject to market risk and may lose value.

Ratings of the A.M. Best Company, Moody's Investors Service, Fitch Ratings and Standard & Poor's reflect the current opinion of the relative financial strength and operating performance of WRL as of the following effective dates: A.M. Best Company: June 29, 2010; Fitch Ratings: July 26, 2010; Moody's Investors Service: February 17, 2009; Standard & Poor's: March 31, 2009. Ratings criteria and rankings can vary by rating company. Copies of rating reports are available from WRL upon request.



Life Insurance offered by:
Western Reserve Life Assurance Co. of Ohio
Home Office: Columbus, Ohio
Administrative Office Address: 570 Carillon Pkwy
St Petersburg, Florida 33716
Distributor for variable products:
Transamerica Capital, Inc., Member FINRA
www.westernreserve.com
Customer Service: 1-800-851-9777

an  **AEGON**. company