

STATE OF IOWA
DIVISION OF INSURANCE

BEFORE THE IOWA INSURANCE COMMISSIONER

IN THE MATTER OF: :

JACKSON NATIONAL :
INSURANCE COMPANY :
MARKET CONDUCT :
EXAMINATION : CONSENT ORDER
NAIC COMPANY CODE 65056 :

Now comes the Iowa Insurance Division (“Division”), is responsible for administering Iowa insurance laws pursuant to Iowa Revised Code (“IRC”) Section 507.2. Jackson National Insurance Company (“Company”) is authorized to engage in the business of insurance in the State of Iowa and as such is under the jurisdiction of the Division. The Division conducted a targeted market conduct examination of the Company as of December 31, 2009. The scope of the examination focused primarily on business processes involving suitability assessments and the use of a Multi Strategy Index (“MSI”) for Fixed Index Annuity contracts offered in Iowa. As a result of this examination and in lieu of further proceedings, the Division and the Company agree to the following:

1. At the request of the Division, the Company has ceased offering the Multi Strategy Index in Fixed Index Annuity Contracts to consumers in Iowa. Effective October 10, 2011, the Company discontinued offering the MSI in Iowa.
2. The Company will eliminate the MSI as an option for existing contract owners at the expiration of their current crediting method term. At that point, contract owners will be required to allocate funds to the remaining index or indices. Effective October 28, 2011, the Company began notifying contract owners and their producers sixty days in advance of the expiration of their current crediting method. The notification advised that a new election will be necessary, which will not include the MSI. If the Company does not receive a response from the contract owner, the Company will allocate funds currently in the MSI to the S&P 500.
3. Effective September 14, 2011, the Company notified the back offices of brokers/dealers and financial institutions conducting business in Iowa of the Company’s withdrawal of the MSI in Iowa.

4. Effective September 26, 2011, the Company notified all producers licensed and appointed to conduct business in Iowa of the Company's withdrawal of the MSI in Iowa.
5. The Company is using a sticker on the cover page of the existing marketing materials to disclose that the MSI is not available in Iowa and will add a disclosure to the marketing materials used in Iowa upon reprint.
6. The Company shall comply with Iowa statutes and regulations concerning annuity suitability.

The individual signing on behalf of the Company represents that he or she has the authority to execute this Consent Order on behalf of the Company.

Date: 4/24/12

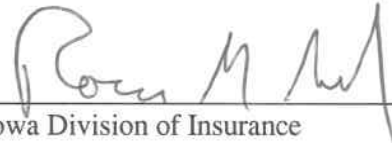
Signature: 

Name (Printed): Anthony L. Dowling

Title: Assistant Vice President

Jackson National Life Insurance Company

Date: 4-29-12


Iowa Division of Insurance