Protective®
Indexed Annuity NY

Interest Crediting Strategies

Protective

Grow and Protect Your Assets

You want a solution that offers strategies to help safely grow your money and protect those hard-earned savings from unexpected market declines.

Protective® Indexed Annuity NY can help you create a strategy to protect your assets, while taking advantage of growth potential linked to the performance of a market index.

Work with your financial professional to review the following interest crediting strategy options. Together, you can build an allocation strategy that supports your retirement plan.

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Creating Your Allocation Strategy

Protective Indexed Annuity NY offers the flexibility to allocate your money among the following options:

Fixed Interest Crediting Strategy

Similar to a traditional fixed annuity, amounts allocated to this strategy earn daily interest from the date they are applied to the contract. The declared interest rate is guaranteed until the next contract anniversary.

Protective Life sets the fixed interest rate at its sole discretion and it may be different for contracts purchased at different times.

Indexed Interest Crediting Strategies

Annual Point-to-Point | Annual Trigger

These strategies offer upside potential in certain market scenarios while preserving contract value when it declines. Indexed interest earned is based, in part, on the performance of the S&P 500® Index (without dividends). Any indexed interest earned is credited in arrears on each contract anniversary. Thus, amounts withdrawn from these strategies do not earn interest for that contract year.

Index performance is determined by comparing its value at the beginning and end of a contract year. Multiple index performance percentages may be calculated during the first contract year, since the beginning index value for each portion of your initial payment is based on the date that amount is applied to the contract.

Your allocation among these interest crediting strategies will total 100% and you can change the allocation on any contract anniversary.

CALCULATING INDEX PERFORMANCE DURING THE FIRST CONTRACT YEAR

ORIGINATION DATE

This is when your application in good order is signed or submitted. Declared rates for the three interest crediting strategies are set.

14-DAY WINDOW

All cash payments must be received and all exchanges, transfers or rollovers must be initiated within 14 days of the origination date.

60-DAY WINDOW

All exchanges, transfers or rollovers that were initiated during the 14-day window must be received within 60 days of the origination date. All qualifying amounts received during the 60-day window become portions of the initial purchase payment.

FIRST CONTRACT ANNIVERSARY

The ending index value is compared to the beginning index value for each portion of the initial purchase payment to calculate the amount of interest earned, if any. The beginning index value for the second contract year is also as of this date for amounts allocated to the indexed interest crediting strategies.

Beginning index value for portions of the initial purchase payment received
=
date each is applied to the contract

Ending index value for all portions of the initial purchase payment

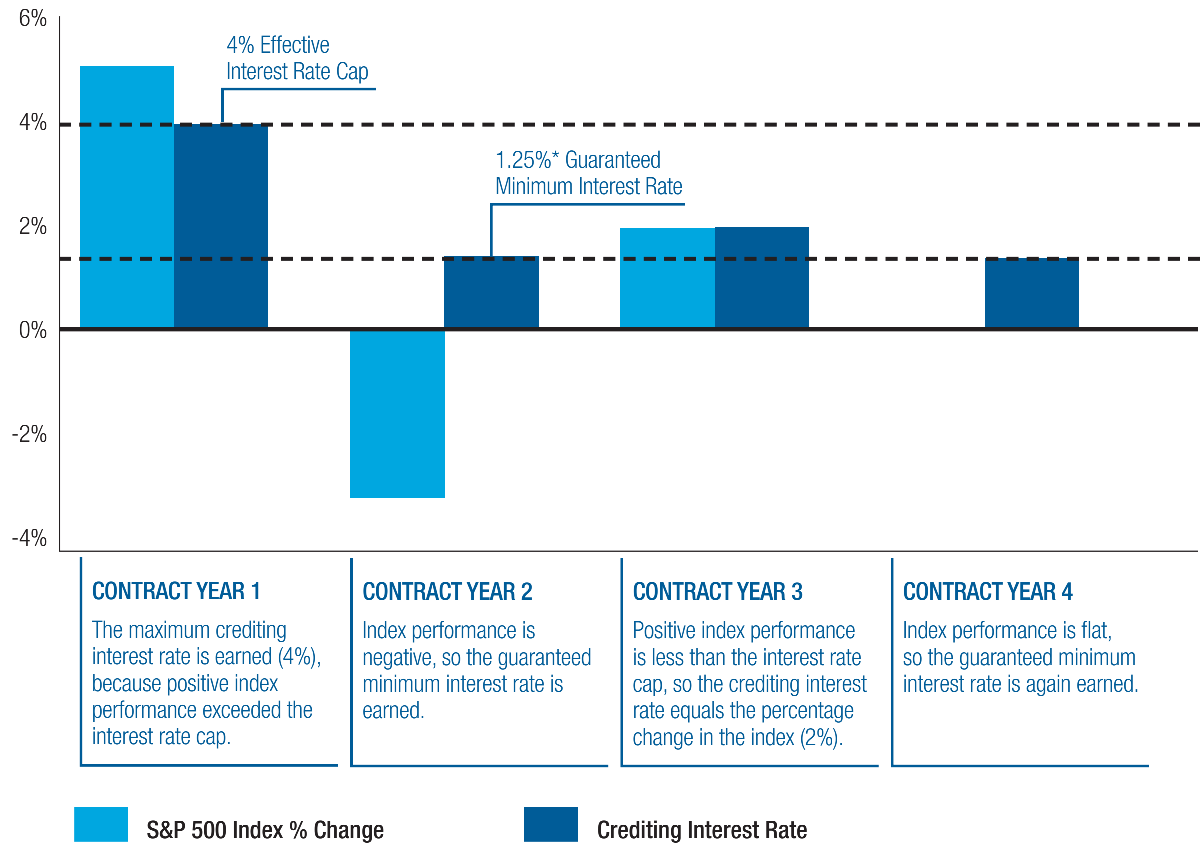
Annual Point-to-Point Indexed Interest Crediting Strategy

The portion of your contract value allocated to the annual point-to-point strategy earns interest based on the index performance up to a maximum rate known as the interest rate cap. We set the interest rate cap at the beginning of each contract year.

At the end of each contract year, the percentage change in index performance is compared to the interest rate cap in effect for that year, and the applicable interest rate is the smaller of the two.

Consider the following example with an interest rate cap of 4% in effect for the four contract years illustrated. The crediting interest rate may fluctuate from year to year, but the contract always earns a guaranteed minimum interest rate (GMIR), even when index performance is flat or negative.

HOW IT WORKS



* The guaranteed minimum interest rate shown here is for illustrative purpose only and is subject to change. Please see product contract for current rate.

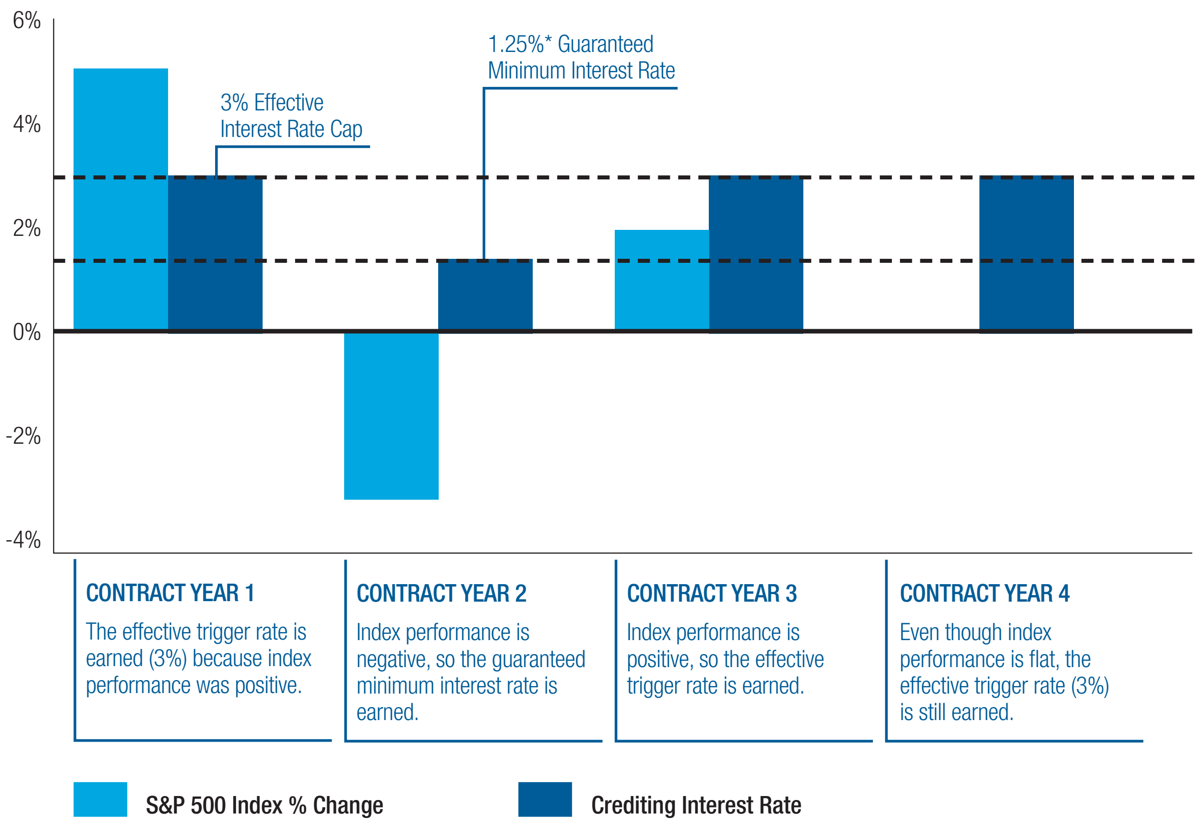
This chart is hypothetical and intended solely to demonstrate the annual point-to-point indexed interest crediting strategy. It is not indicative for the performance of any fixed indexed annuity. Actual interest rate caps are likely to change each contract year.

Annual Trigger Rate Indexed Interest Crediting Strategy

The portion of your contract value allocated to the annual trigger rate strategy earns interest at a set rate when the index performance is flat or positive. We set the trigger rate annually at the beginning of each contract year.

Consider the following example with a trigger rate of 3% in effect for the four contract years illustrated. At the end of each contract year, if index performance is flat or positive, the effective trigger rate is applied to your contract value. The crediting interest rate may fluctuate from year to year, but the contract always earns a guaranteed minimum interest rate, even when index performance is negative.

HOW IT WORKS



* The guaranteed minimum interest rate shown here is for illustrative purpose only and is subject to change. Please see product contract for current rate.

This chart is hypothetical and intended solely to demonstrate the annual trigger rate indexed interest crediting strategy. It is not indicative for the performance of any fixed indexed annuity. Actual interest rate caps are likely to change each contract year.

Putting It All Together

You can choose among the interest crediting strategies to grow your contract value over time. The following summarizes how interest can be earned each contract year with a blend of the fixed, annual point-to-point and annual trigger rate interest crediting strategies.*

GROWING CONTRACT VALUE WITH A BLEND OF INTEREST CREDITING STRATEGIES

S&P 500 INDEX PERFORMANCE	APPLICABLE INTEREST CREDITING STRATEGY		
	Fixed Interest	Annual Point-to-Point	Annual Trigger Rate
Negative	●	GMIR*	GMIR*
Flat	●	GMIR*	●
Positive	●	●	●

* All payments allocated to an indexed interest crediting strategy will earn an annual guaranteed minimum interest rate set at contract issue, regardless of strategy selected. Please see contract for more information.

It’s Your Choice

Allocating among the three interest crediting strategies to shape the growth of your contract value is an important and effective way to customize your Protective Indexed Annuity NY contract. While the fixed interest crediting strategy guarantees interest earned at the declared rate regardless of market performance, the two indexed interest crediting strategies enable you to benefit from the market’s upside potential and preserve your contract value during market downturns.

Working with your financial professional, you can tailor a contract that will help you live your retirement on your terms.

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Protective and Protective Life refer to Protective Life Insurance Company (PLICO), and its affiliates, including Protective Life and Annuity Insurance Company (PLAIC). PLICO is located in Nashville, TN. PLAIC is located in Birmingham, AL.

Annuities are long-term insurance contracts intended for retirement planning.

The Protective Indexed Annuity NY is a limited flexible premium deferred indexed annuity contract issued under policy form series NY-FIA-A-2008. The Protective Indexed Annuity NY is issued by Protective Life and Annuity Insurance Company located in Birmingham, AL.

Protective Indexed Annuity NY is not an investment in any index, is not a security or stock market investment, does not participate in any stock or equity investment, and does not contain dividends.

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No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured	May Lose Value

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