

Protect and Grow with Protector Plus

A unique product combination to guarantee a return and the potential for growth. Combine a Pacific Frontiers® fixed annuity and a variable annuity from Pacific Life Insurance Company with Guaranteed Protection Advantage³ (GPA³) to lock in a guaranteed return and potentially earn more.

Protector Plus Example

Initial investment: **\$100,000**

1

10-year guaranteed term,
Pacific Frontiers fixed annuity contract:

Guaranteed interest rate as of:

In 10 years, grows to a total value of:

Approximates original investment

2

Amount to be invested in a
variable annuity contract:

Proceeds invested in an approved
asset allocation category with GPA³

GPA³ guarantee at the end
of the 10-year term:

With variable annuity growth potential

Guaranteed minimum balance in 10 years:

(equates to average annual return)

GPA³ is an optional variable annuity benefit and is available for an additional cost when your variable annuity contract remains 100% allocated to an eligible investment option. (Protector Plus is not available for existing contracts or exchanges.) Pacific Frontiers offers a guaranteed interest rate over a 10-year period. These rates are subject to change without notice. Before purchasing, call to confirm current rates.

A variable annuity can be an important part of an overall long-term retirement strategy. It's the only investment that provides lifetime income options, a guaranteed death benefit to protect your beneficiaries, and the potential to grow your assets and transfer among investment options tax-free. The value of the variable investment options will fluctuate and, when redeemed, may be worth more or less than the original cost. Withdrawals will be subject to ordinary income tax, and if taken prior to age 59½, a 10% tax penalty may apply.

The guaranteed minimum balance reflects the contract value for a Pacific Frontiers fixed annuity and the protected amount for a Pacific Life variable annuity with GPA³. This example is based on the 10-year Pacific Frontiers guaranteed annual rate. Interest rates are subject to change. This example does not include additional investments, withdrawals, or contract fees and rider charges. Available for new contracts only.

No bank guarantee

Not a deposit

May lose value

Not FDIC/NCUA insured

Not insured by any federal government agency

Here's how it works:

Step 1 Complete a Pacific Frontiers application. Invest a precalculated portion of an initial investment of \$100,000 into the 10-year guaranteed term that will grow to _____ in 10 years. Based on the current 10-year investment rate of _____, this equates to a _____ allocation.

Step 2 Complete an application for the Pacific Life variable annuity of your choice and invest the remaining portion, _____.

- A** With the assistance of your financial professional, allocate the _____ into an allowable asset allocation category of your choice.
- B** Purchase GPA³, which protects variable annuity purchase payments made during the first contract year.

Your initial variable annuity purchase payment **for new contracts**, and any additional investments you make within the first year that GPA³ is purchased, are 100% protected. If, on the tenth anniversary of holding GPA³, the contract value is less than the amount guaranteed, Pacific Life will add an amount to the contract value to make up the difference. To remain eligible for GPA³, your contract value must remain 100% allocated to an allowable asset allocation category. Asset allocation is the process of distributing investments among various classes of investments (e.g., stocks and bonds). It does not guarantee future results, ensure a profit, or protect against loss.

Important information about GPA³:

- When used with Protector Plus, GPA³ must be purchased at issue of the variable annuity by completing the Rider and Asset Allocation Options Request form or selecting it on the variable annuity application. Date of purchase must be at least 10 years prior to your selected annuitization date.
- GPA³ additions are treated as earnings for income tax purposes and are subject to market fluctuations.
- Withdrawals during the 10-year GPA³ term reduce the guaranteed amount in direct proportion to the percentage that the contract value was reduced.
- Annuitants must be age 85 or younger at the time GPA³ is added. The owner's age does not affect issue requirements. (Check with your broker/dealer regarding other age restrictions.)
- An annual charge of _____ of the guaranteed protected amount for the variable annuity will be deducted on each contract anniversary.

Speak with your financial professional for more information about Protector Plus.

All guarantees are subject to the claims-paying ability of Pacific Life.

The Protector Plus program, using both a Pacific Frontiers fixed annuity and a variable annuity through Pacific Life, is not available for Internal Revenue Code (IRC) Section 1035 exchanges of existing life insurance or annuity contracts. All annuity contracts entered into after October 21, 1988, that are issued by the same company to the same contract owner during the same calendar year shall be treated as one annuity contract—for the purposes of determining the amount of any distribution that is includable in income [IRC Section 72(e)(1)]. Therefore, among other things, it will be necessary to withdraw all income from both contracts before there is a distribution of tax basis.

This material is not intended to be used, nor can it be used by any taxpayer, for the purpose of avoiding U.S. federal, state, or local tax penalties. This material is written to support the promotion or marketing of the transaction(s) or matter(s) addressed by this material. Pacific Life, its distributor, and respective representatives do not provide tax, accounting, or legal advice. Any taxpayer should seek advice based on the taxpayer's particular circumstances from an independent tax advisor.

IRAs and qualified plans—such as 401(k)s and 403(b)s—are already tax deferred. Therefore, an annuity should be used only to fund an IRA or qualified plan to benefit from the annuity's features other than tax deferral. These include lifetime income and death benefit options and in the case of variable annuities, the ability to transfer among investment options without sales or withdrawal charges.

For Pacific Frontiers, guarantees, including interest rates and subsequent income payouts, are backed by the claims-paying ability of Pacific Life.

The market value adjustment (MVA) is based on a formula to respond to interest rate movements. As a general rule, if the current crediting rate is less than your guaranteed interest rate, the MVA can increase the amount withdrawn. Otherwise, the adjustment can reduce the amount withdrawn, but in all cases, the annual rate will be at least 3% after applying the MVA but before any applicable withdrawal charges. An MVA will apply to withdrawals taken prior to the end of the guarantee term that are greater than the previous 12 months' interest. If withdrawals are taken within 30 days prior to the end of the initial term, you will not be subject to the MVA and applicable surrender charges.

Withdrawals of interest credited over the previous 12 months can be taken without charge.

You should carefully consider a variable annuity's risks, charges, limitations, and expenses, as well as the risks, charges, expenses, and investment objectives of the underlying investment options. This and other information about Pacific Life are provided in the product and underlying fund prospectuses. These prospectuses are available from your registered representative or by calling (800) 722-4448. Read them carefully before investing.

Variable annuities are long-term investments designed for retirement. The value of the variable investment options will fluctuate and, when redeemed, may be worth more or less than the original cost. Withdrawals and other distributions of taxable amounts, including death benefit payouts, will be subject to ordinary income tax. If withdrawals and other distributions are taken prior to age 59½, a 10% federal tax penalty may apply. A withdrawal charge and an MVA also may apply. Withdrawals will reduce the value of the death benefit and any optional benefits.

Pacific Life Insurance Company is licensed to issue individual life insurance and annuity products in all states except New York. Product availability and features may vary by state. Pacific Life is solely responsible for the financial obligations accruing under the products it issues. Product guarantees are backed by the financial strength and claims-paying ability of the issuing company. Pacific Frontiers is not available in New York.

Fixed annuities issued by Pacific Life are available through licensed third-party broker/dealers.

Variable annuities are distributed by **Pacific Select Distributors, Inc.** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company, and are available through licensed third-party broker/dealers.

Registered representative's name & firm:

State insurance license number:

Contract Form Series: 10-1108, 10-1128, 10-1130, 10-1143, 10-10300, 10-17800, 30-18400

Rider Series: 20-1144

W534809E

Exp. 7/10

3 of 3