

PLUS!
Featuring the New
Two-Year Averaging Account



A fixed annuity offering
index-linked earnings and
downside protection

MARKETSEVEN INDEX™

Share only in index gains ... not the losses.



EquiTrust
Financial Services

When creating a strategy for your financial future, you have two choices generally: the growth potential of stocks or the lower returns of more conservative alternatives.

Ideally, you want your financial vehicle to offer the upside potential of stocks, with none of the downside risk.

MARKETSEVEN INDEX from EquiTrust Life Insurance Company® gives you benefits when markets are rising, and security when they're fluctuating. Plus, there's the added benefit of tax advantages offered by a fixed annuity.

MARKETSEVEN INDEX enables you to:

- Make the most of S&P 500® Index gains, up to specified cap
- Lock in annual gains
- Completely avoid market losses – guaranteed²

When the Market is Up ... You're Up! When it's Down ... You're Not!

The **MARKETSEVEN INDEX** annuity never exposes your principal to market risk. You share only in index gains ... not the losses. And you benefit from tax-deferred earnings, withdrawal privileges,³ flexible premiums and built-in guarantees – all without investing directly in the stock market.

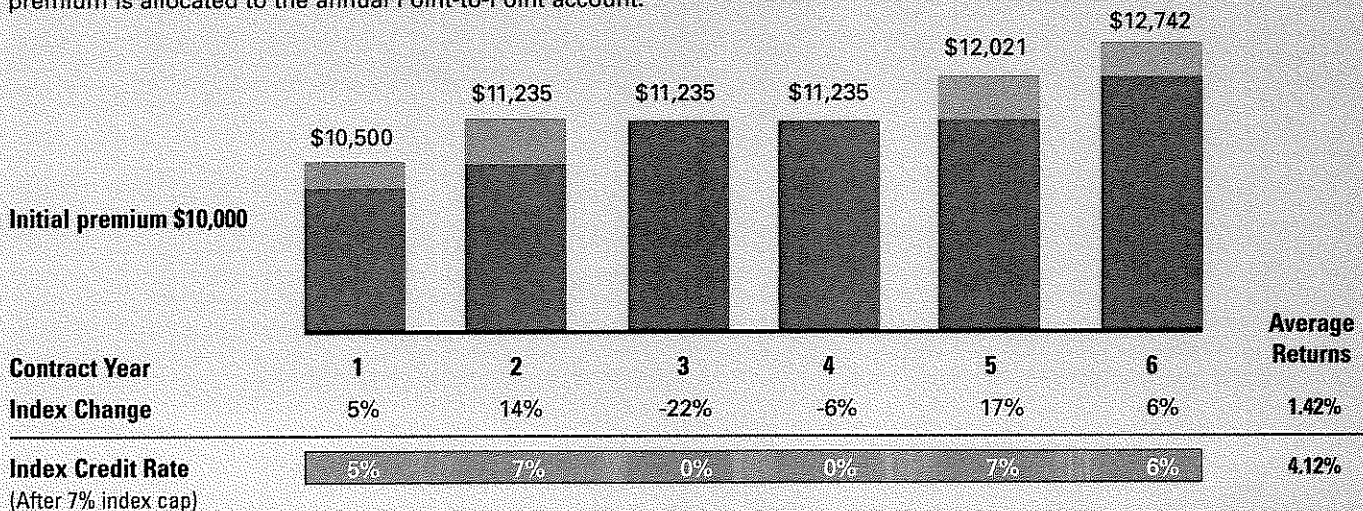
You may choose among four accounts. A Fixed Rate Account earns a traditional interest rate, and three Index Accounts earn credits based on changes in the S&P 500®. The index accounts offer three crediting methods: Point-to-Point, Averaging and Two-Year Averaging – explained further on the next page.

On appropriate contract anniversaries, "index credits" are determined and applied to your contract's current accumulation value. Index credits are 100 percent of the S&P 500® performance, up to a specified cap. The index cap may be adjusted (annually or every two years), but is guaranteed to remain above a specified minimum. If the S&P 500® continues steady growth, your accumulation value grows. If the S&P 500® declines, your accumulation value is simply unchanged from the preceding period's accumulation value.

At the end of seven years, you have access to your contract's full accumulation value – including market-index gains – with no surrender charges. However, by leaving your money in **MARKETSEVEN INDEX** at the end of seven years, you continue to earn index credits on a tax-deferred basis.

The Impact of Market Fluctuation

This hypothetical illustration shows the increasing accumulation values during years where the index value has positive increases, and unchanged accumulation values when the index value declines. The illustration assumes 100% of the initial premium is allocated to the annual Point-to-Point account.



This hypothetical illustration should not be considered representative of current or future performance. The example assumes no surrender or withdrawals. Current interest rates and index cap rates may change each indexing period. All rates used in this illustration are hypothetical and subject to change. Ask your agent for current rates.

You Control Your Money ... Going In *and* Coming Out

FLEXIBLE PREMIUMS

After making your initial premium payment (\$5,000 minimum; \$2,000 for qualified assets), you may add subsequent premiums of \$2,000 or more at any time. Your entire premium amount is credited to the accumulation value. There are no fees, loads or sales charges. Additional premium payments are directed to the Fixed Rate Account until the next contract anniversary, at which time they can be reallocated. If you would like all initial premiums to be allocated similarly, you may authorize the Company to wait to issue the contract until all specified premiums are received.

TRANSFERS

Each contract year, you may transfer between the four crediting accounts described below. Transfers out of the Two-Year Averaging Account are allowed every two years. After a transfer, the remaining balance in a given option, if any, must be at least \$2,000.

FREE WITHDRAWALS

You may withdraw up to 10 percent of the accumulation value each year, after the first contract year, without paying any charges.³ Withdrawals before age 59½ may be subject to federal income tax and a 10 percent IRS penalty tax.⁶

LUMP-SUM PAYMENT OPTION

Your contract's cash surrender value is available to you as a lump sum at any time. Surrender charges are in effect during the first seven contract years, are a percentage of the accumulation value, and decline annually: 12, 12, 12, 10, 8, 6 and 4 percent. In addition, early surrenders or withdrawals over 10 percent may be subject to a Market Value Adjustment (MVA). In general, if external interest rates are lower at the time of withdrawal than at the time of purchase, the value will increase due to the MVA. Similarly, if external interest rates are higher at the time of withdrawal than at the time of purchase, the MVA will cause the value to decrease. After the seventh contract year, your cash surrender value will equal the full accumulation value. Ask your agent for more details on the MVA, or refer to your contract.

ANNUITIZATION OPTIONS

Several annuitization payment options are available, including payment for life, payment of a designated amount or payment for a certain period of time. You determine the schedule that best fits your financial circumstances – a period as short as five years, or for as long as the annuitant is alive. Your agent can help you determine the most appropriate payment option, or discuss a specific payment schedule you may have in mind.

EquiTrust Is a Name You Can Trust

We're part of an organization with a 60-year tradition of excellence in the financial services arena. When you contribute to an annuity from EquiTrust Life, you can rest assured that it is backed by conservative investment strategies anchored by a disciplined and diversified management approach.

You can count on our financial strength. EquiTrust Life is rated A (Excellent) by A.M. Best Company⁴ for its financial strength and ability to meet obligations to policyholders. An A rating is the third-highest assigned by this independent rating agency. Standard & Poor's also gives EquiTrust Life an A rating.⁵

Helping Your Money Work Harder for You

MARKETSEVEN INDEX allows you to allocate your premiums among four crediting accounts.

INDEX-BASED ACCOUNTS

- **Averaging** – If the average of the **daily** index values for the contract year is greater than the index value at the beginning of the contract year, you receive an index credit on 100 percent of that increase, up to a specified cap. The Averaging Cap will never fall below 6 percent.
- **Point-to-Point** – If the index value at the end of the contract year is greater than the index value at the beginning of the contract year, your index credit is based on 100 percent of that increase, up to a specified cap. The Point-to-Point Cap will never fall below 5 percent.
- **Two-Year Averaging** – If the average of the monthly index values over two contract years is greater than the index value at the beginning of the index period, you receive an index credit based on 100 percent of that increase, up to a specified cap. The Two-Year Averaging Cap will never fall below 12 percent.

ONE-YEAR FIXED-RATE ACCOUNT

- A one-year fixed interest rate is set when your contract is issued. The rate is reset annually, and provides a guaranteed rate that you may prefer for a portion of your assets. For any subsequent premiums received during the contract year, interest is credited based on the fixed rate declared at the beginning of the contract year.

Other Features

THE VALUE OF TAX DEFERRAL

Currently, all interest income earned on an annuity accumulates on a tax-deferred basis. No income taxes are payable until you receive a payment from your contract. If you are under age 59½ at the time of withdrawal, an additional 10 percent IRS penalty may be imposed. Tax deferral is currently available only to individuals and joint owners, not to corporations or other non-individuals.⁶

MINIMUM GUARANTEE

You are guaranteed, upon surrender, to receive no less than 87.5% of your premiums – less any partial withdrawals – accumulated at the minimum guaranteed interest rate. This rate is set when the contract is issued and does not change for the life of the contract. Ask your agent for the minimum guaranteed rate.

NURSING HOME WAIVER RIDER

For additional peace of mind, your contract includes a Nursing Home Waiver Rider⁷ at no extra cost. If you're age 75 or under at issue, and are confined to a nursing home or hospital for 90 days or more, your contract accumulation value will be available without surrender charges or MVA beginning in the second contract year and during your confinement.



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¹ "S&P 500®" is a trademark of The McGraw-Hill Companies, Inc., and has been licensed for use by EquiTrust Life Insurance Company. This product is not sponsored, endorsed, sold or promoted by Standard & Poor's, and Standard & Poor's makes no representation regarding the advisability of purchasing this product. The S&P 500® Index does not reflect dividends paid on underlying stocks.

² The guarantees expressed in this brochure are based on the claims-paying ability of EquiTrust Life Insurance Company.

³ Surrender of the contract may be subject to surrender charges or market value adjustment. Withdrawals before age 59½ may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. In the event of a full surrender, charges will apply to any penalty-free amounts taken during the same contract year.

⁴ EquiTrust Life Insurance Company is rated A (Excellent) by A.M. Best Company for its relative financial strength and ability to meet its obligations to contract holders. An A rating is the third highest of A.M. Best's 16 individual ratings.

⁵ EquiTrust Life Insurance Company has a Standard & Poor's counterparty credit and financial strength rating of A.

⁶ Neither the company nor its agents give tax, accounting or legal advice. Please consult your professional adviser in these areas.

⁷ Nursing Home Waiver Rider may not be available in all states or for all issue ages.

Contract issued on Contract Form Series ET-MK7-2000 (09-04). Group Certificates issued on Form series ET-MK7-2000C (11-04).

This brochure briefly highlights EquiTrust Life Insurance Company's MarketSeven Index annuity contract and its benefits. For costs and complete details of coverage, including any exclusions, reductions or limitations, and the terms under which the contract may be continued in force, contact your EquiTrust Life agent.

BENEFITS UPON DEATH OF OWNER

If the owner of the annuity dies, the full accumulation value is paid to the beneficiary, without surrender charges or MVA.

FREE-LOOK PERIOD

After your **MARKETSEVEN INDEX** contract is issued, you have a specified number of days to review it; see your contract for complete details. If you are not completely satisfied with the terms, you may return the contract and receive 100 percent of your premiums paid, minus any prior withdrawals.

Ask Your Agent

Ask your agent about the variety of options **MARKETSEVEN INDEX** offers for the stages of your life, or refer to your contract.

This is a summary only. The **MARKETSEVEN INDEX** annuity may not be available in all states. In those states where it is available, certain provisions may vary or may not be available. Prior to purchasing this contract, contact your agent or the company for complete contract provisions and details.

ANNUITY AND INSURANCE PRODUCTS ARE NOT DEPOSITS OF NOR ARE THEY GUARANTEED BY ANY BANK. THEY ARE NOT INSURED BY THE FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) OR ANY OTHER AGENCY OF THE FEDERAL GOVERNMENT. CERTAIN PRODUCTS MAY LOSE VALUE.



*MEMBERSHIP IN IMSA PROMOTES ETHICAL MARKET CONDUCT FOR INDIVIDUAL LIFE INSURANCE AND ANNUITIES.