



Nationwide®

Get to know Nationwide Indexed Principal ProtectionSM

Protect your money, with an opportunity for growth

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

Downside protection *with* an opportunity for growth

Nationwide Indexed Principal Protection™ is a long-term savings option that protects your principal.

That means no matter what the market does, your money is protected *and* you retain the opportunity for upside potential.

Here's how

Nationwide Indexed Principal Protection (NW-IPP) is a group fixed indexed annuity for retirement plans that tracks the performance of the S&P 500® Daily Risk Control 5% Excess Return Index (Index). **Your money is not directly invested in the Index**, but its performance is used to credit you with interest earnings, subject to a specific limit called a “cap rate.”

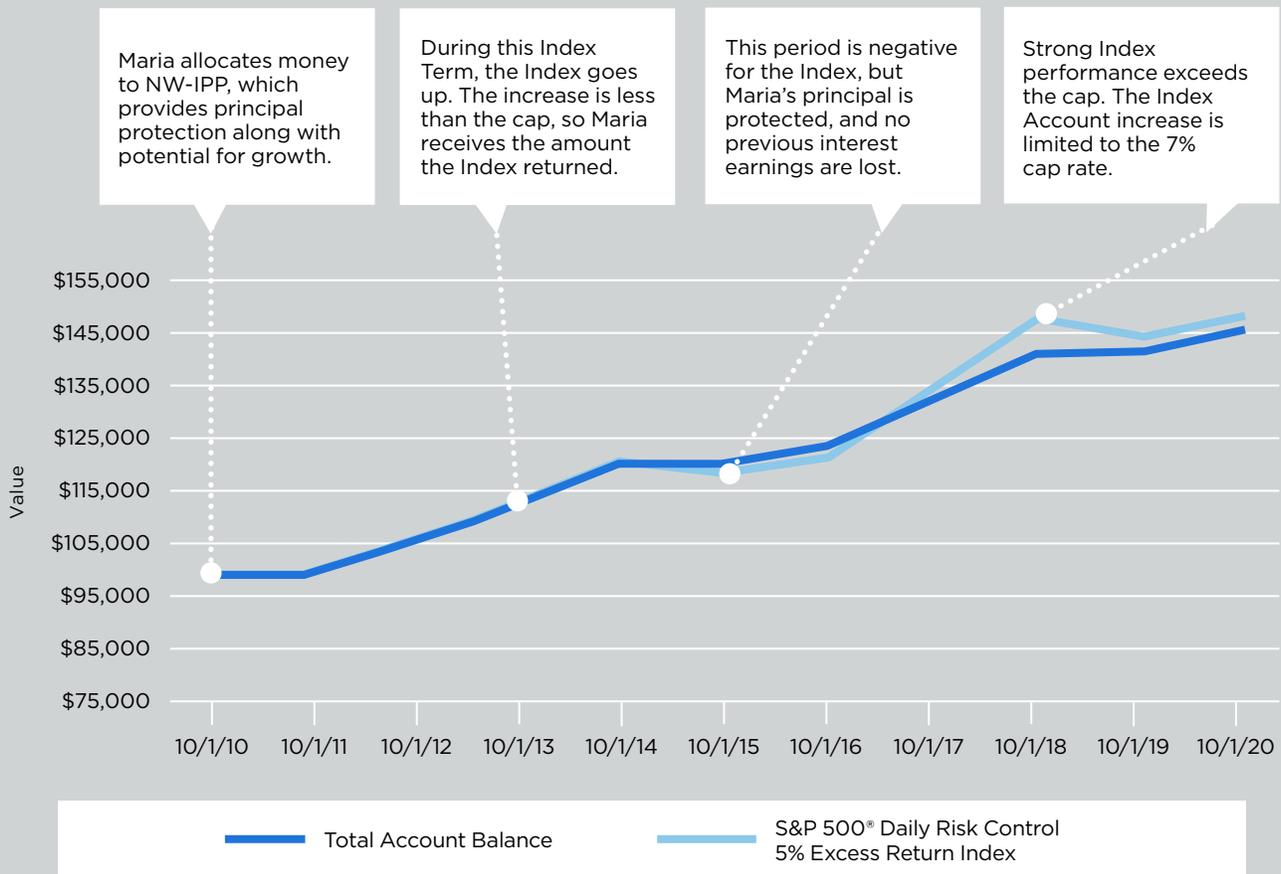


If the Index goes up, your account will be credited with interest earnings up to the cap rate. For example, if the Index gains 8% at the end of the Index Term and your cap rate is 7%, contributions to this account will be credited with 7% interest earnings.



If the Index goes down, your account loses nothing because your principal is protected.

NW-IPP can help provide you with confidence through unstable market conditions.



Hypothetical assumptions: A \$100,000 one-time contribution is allocated to Nationwide Indexed Principal ProtectionSM with a 5-year book value payout term. Historical performance of the S&P 500® Daily Risk Control 5% Excess Return Index assumes a 7% cap and 0% floor. This example assumes that the initial deposit on 10/1/2010 remained invested in NW-IPP for 10 years and the cap remained the same over the illustrated 10 years. The cap and interest rate may be changed for each term. This illustration is not a projection or prediction of future performance. The performance could be significantly different than the investment performance shown and shouldn't be considered a representation of performance or investor experience of the index(es) in the future. Withdrawals will reduce the contract value; this illustration does not demonstrate the impact of withdrawals or fees.

Two ways you can take advantage of NW-IPP

Case study 1: Exchange In



Maria

- 55 years old
- Pre-retiree
- Wants to lock in gains



1. At any time, Maria can exchange any dollar amount from another investment option in her retirement plan.

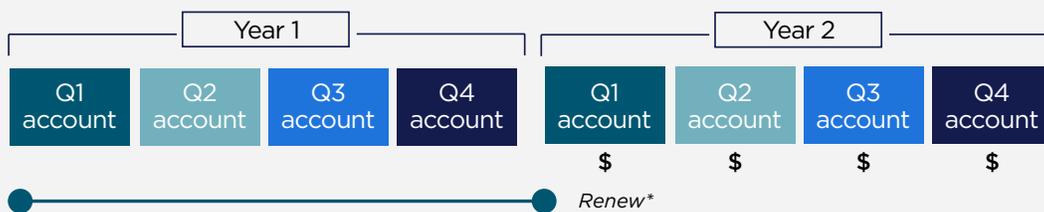
2. Money allocated to NW-IPP goes into an Interest Account that earns daily interest until the end of the current quarter.

3. At the beginning of the next calendar quarter, money sitting in the Interest Account is swept into an Index Account for one year.



4. Interest earnings are credited to the Index Account at the end of the one-year Index Term and depend on the return of the Index, subject to the cap rate.

5. The one-year Index Term automatically renews with a new cap rate. Any interest earnings are locked in and the new principal amount is protected for the following year.



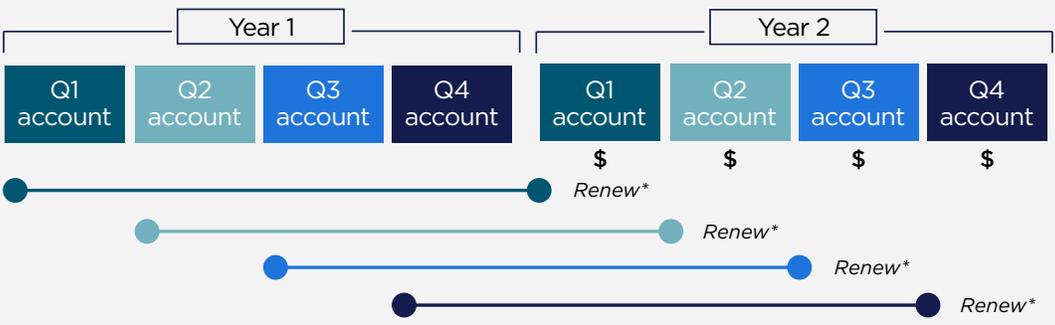
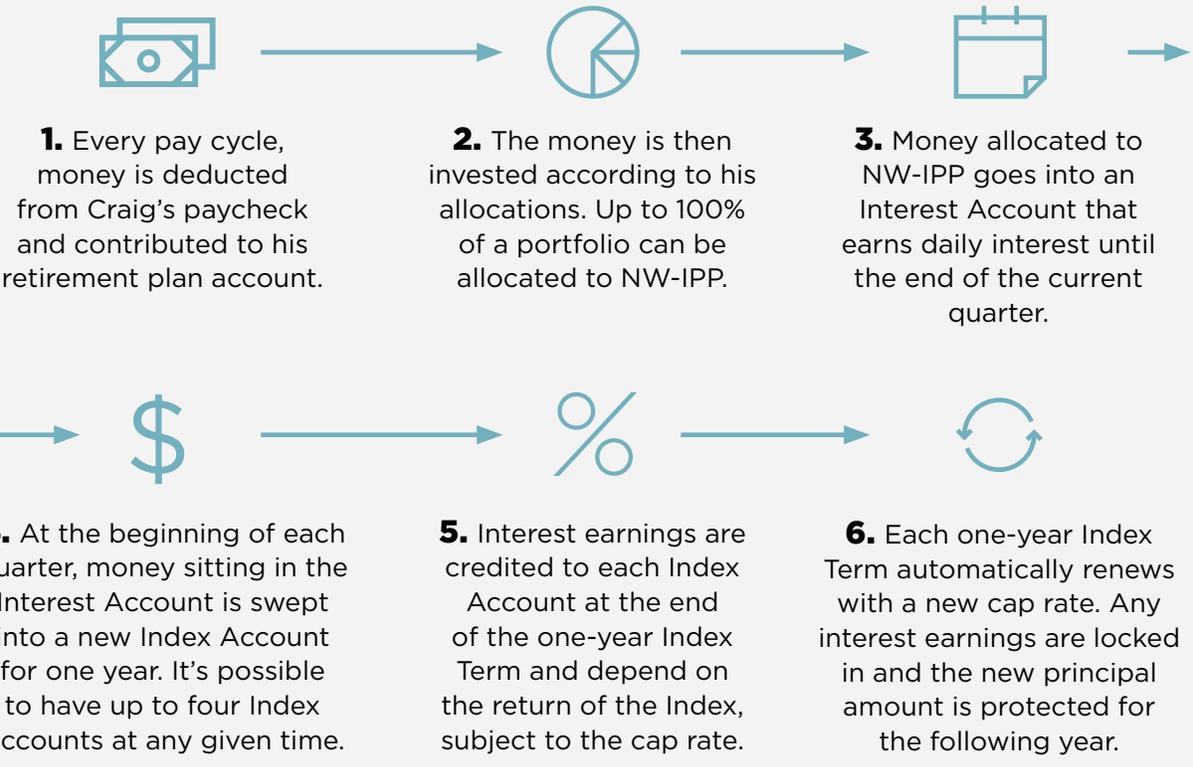
* Principal + interest earnings will become principal at the beginning of the next Index Term.

Case study 2: Payroll Deduction



Craig

- 35 years old
- Fiscally conservative
- Wants ability to exchange out



* Principal + interest earnings will become principal at the beginning of the next Index Term.

Potential benefits of NW-IPP

- Principal investment protection from market declines
- Growth potential when markets are increasing, subject to the cap rate
- Gains are locked in and become part of the principal at the Index Term renewal
- Two contribution options: payroll deductions or a lump-sum dollar amount exchanged from another investment option in your plan (no minimum required)
- If you change your mind, you can exchange your money out of this investment option (restrictions may apply)
- A simple web experience makes choosing this investment option easy



Do you want help understanding how much to allocate to NW-IPP?

Our My Investment Planner™ tool can help you identify your investment style, asset mix and investment options. Find the tool in “Tools & calculators” on your Plan’s website.

Important considerations

There are a few important details to remember when contributing to this investment option:

- Funds must remain in each Index Account for the entire one-year Index Term in order to receive any interest earnings, which are credited at the end of the term
- 90-day equity wash provisions may apply, which could prevent you from exchanging directly into competing short-term investment options
- Expenses are built into the investment option prior to index cap rates being declared, which means that there are no additional fees or penalties applied to this investment option if you change your mind
- Fees associated with plan recordkeeping may still apply, and in some instances, result in a reduction in principal; please see your Quarterly Report for more details



Helpful explanations

Allocation — Money is allocated according to your investment selections. This could be a mix of investment options, including equity mutual funds and fixed income mutual funds, as well as NW-IPP. Up to 100% of your portfolio can be allocated to NW-IPP.

Cap rate — This is the upper limit of interest earnings that can be credited at the end of the Index Term. It is expressed as a percentage of assets in NW-IPP.

Contributions — Every pay cycle, money is deducted from your paycheck and contributed into your retirement plan account as usual. Money can also be reallocated from other investment options in the retirement plan to NW-IPP via an exchange.

Equity wash — A provision that requires participant exchanges from NW-IPP to a competing investment option (for example, a money market fund or a short-term bond fund) to first be directed to any other investment option not designated as a competing option for a period of time, usually 90 days. This provision is designed to reduce incentives to buy or sell because of price differences between markets, thereby protecting you and the returns of the investment option over the long term.

Index Term — This is the one-year period during which the Index performance is determined and the cap rate is applicable.

Index Account — It's possible to have up to four (4) NW-IPP Index Accounts at any given time. Each account has its own cap rate and has a maturity of one year before it automatically renews. Interest earnings are credited depending on the cap rate and the annual performance of the S&P 500 Daily Risk Control 5% Excess Return Index.

Interest Account — At the time of each payroll deduction or lump-sum exchange, money allocated to NW-IPP goes into an Interest Account, which earns nominal interest. At the beginning of each quarter, all the money in the Interest Account is automatically swept into a new Index Account.

Maturity — This is the point in time when the NW-IPP has reached the end of the Index Term and any interest earnings have been credited.



For additional information and resources, contact your
Plan Sponsor or visit your plan website.



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Group fixed indexed annuities are not stock market investments and do not directly participate in any stock or equity investments. The index does not include dividends paid on the underlying stocks, and therefore does not reflect the total return of the underlying stocks; neither a market index nor any fixed indexed annuity is comparable to a direct investment in the equity markets. When you purchase Nationwide Indexed Principal Protection, you are not directly investing in a market index. The actual return of the index account will be based on the performance of the underlying index. It is important to understand that actual returns may be less than the return of the index due to the index cap. Past index performance is not a guarantee of future performance.

Group fixed indexed annuities are contracts purchased from a life insurance company. They are designed for long-term retirement goals. Withdrawals are subject to income tax, and withdrawals before age 59½ may be subject to a 10% early withdrawal federal tax penalty. Nationwide Indexed Principal Protection is a group fixed indexed annuity issued by Nationwide Life Insurance Company and held in the general account.

Guarantees are backed by the claims-paying ability of the issuing insurance company. Transfers out of this contract to other funding providers are subject to certain restrictions. Contact your plan sponsor for information regarding these restrictions.

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