



Lifetime Income can help you stay another week.

The Nationwide Lifetime Income Rider®
An optional rider available with certain Nationwide® variable annuities



Nationwide®
On Your Side

Imagine you had income for life.

What would you do? More time vacationing with family and friends. A helping hand with your grandson's tuition. The financial security to savor your retirement.

Whatever your needs and goals, a Nationwide® variable annuity with The Nationwide Lifetime Income Rider® could help get you there.

What are variable annuities and what do they offer?

Variable annuities are contracts you buy from an insurance company to help you accumulate assets for retirement. They are called "variable" because their value will fluctuate based on the performance of the investment options you and your investment professional pick.

VARIABLE ANNUITIES OFFER

Lifetime income — a stream of income you can't outlive either through annuitization or systematic withdrawals

Living benefits — benefits for *you*, like guaranteed accumulation or guaranteed withdrawal benefits

Death benefits — guarantees for *your beneficiaries*, like a level of protection from investment loss

Tax deferral — the potential for your investment to accumulate faster than taxable investments because you don't pay taxes on gains until you take a withdrawal

Investment choices — access to a wide range of professionally managed investment options only available with annuities

TERMS YOU SHOULD KNOW

See Page 14 for more definitions. If you have additional questions, please ask your investment professional or visit nationwide.com/linc.

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

Personalize your variable annuity with optional riders

Variable annuities may offer optional benefits, called riders, for an additional cost. Riders let you add the options that are most important to you. The Nationwide Lifetime Income Rider® is an example of an optional rider you can add to certain Nationwide® variable annuities.

What else should I know about variable annuities?

Variable annuities do have some limitations. For example, because they're designed for long-term investing, you may be charged penalties if you take your money out early. And if you take withdrawals before you're age 59½, you'll have to pay a 10% tax penalty, in addition to ordinary income taxes.

Withdrawals may be subject to ordinary income taxes and will reduce your death benefit and cash value.

All of the guarantees and protections of variable annuities and riders are subject to the financial strength and claims-paying ability of the issuing insurance company. And, while they don't guarantee the performance of the investment options you pick, they do offer a level of protection against investment loss.

How much do annuities cost?

Because of the unique features your annuity can contain, the fees and charges will vary. They may include mortality and expense, administrative fees, contract fees and the expense of your investment options. You can get more specific information about fees from your investment professional.

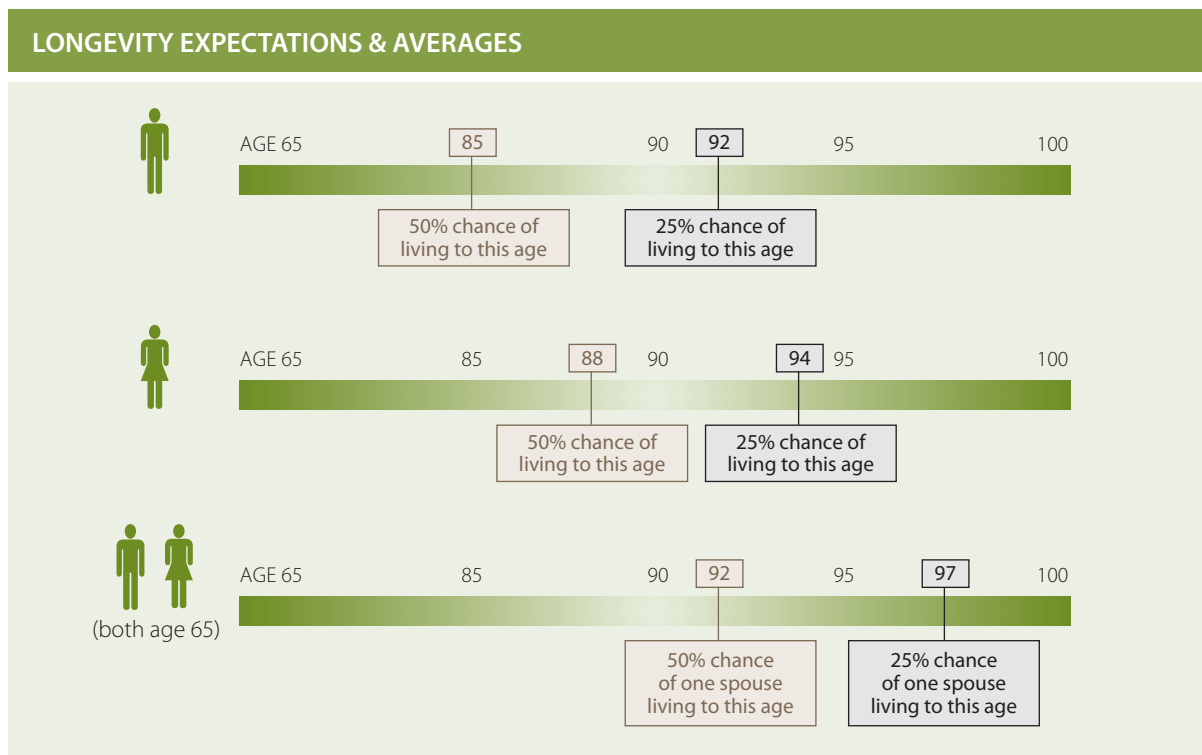
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HOW LONG WILL YOU NEED INCOME?

Prepare for longer than average.

People who prepare to live to the average life expectancy will be wrong half of the time. Shouldn't you prepare to live longer than average?



Source: Annuity 2000 Mortality Table, Society of Actuaries.

With people living longer and retiring earlier, facing **longevity risk** — the chance of running out of money before retirement is over — means it's more important than ever to prepare for lifetime income.

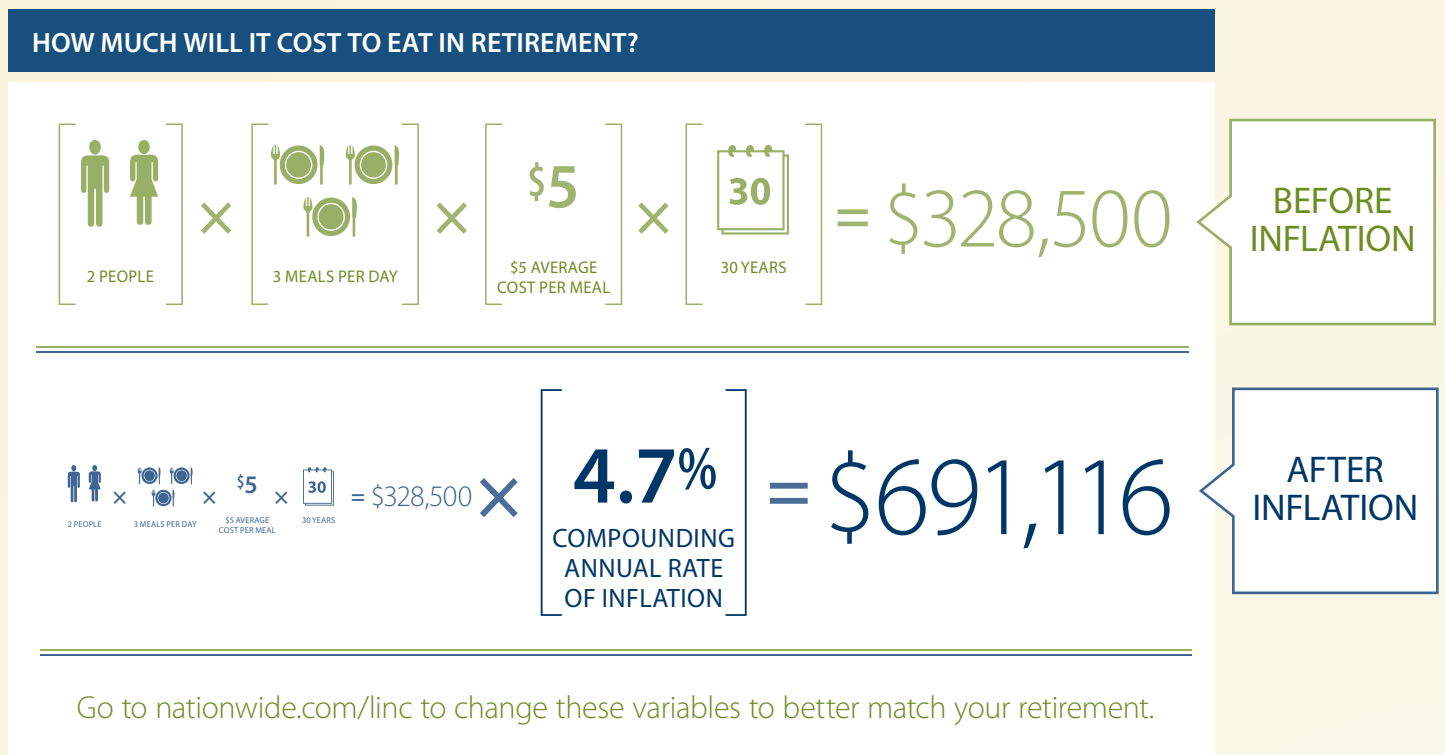
TAKE 
ACTION

Work with your investment professional to make sure you're protected against the chance of outliving your assets. A Nationwide® variable annuity with The Nationwide Lifetime Income Rider® may be able to help.

HOW MUCH WILL YOUR MONEY BE WORTH?

Prepare with inflation in mind.

What does \$20 buy today? And what will it buy 20 years from now? Did your last car cost more than your first house? Let's look at an example of the impact of inflation:



Source: Nationwide Financial® (07/07).

Inflation — the ever-increasing cost of goods and services — can impact your retirement significantly over the long-term. If your investments aren't beating the inflation rate, you're losing buying power.

TAKE ACTION

Ask your investment professional if a Nationwide® variable annuity with The Nationwide Lifetime Income Rider® could help you outpace inflation through market participation and guaranteed growth.

How can Nationwide® help?

THE NATIONWIDE LIFETIME INCOME RIDER®

Lifetime income — now or later

Lifetime withdrawals whenever you want

With The Nationwide Lifetime Income Rider®, you can begin lifetime withdrawals whenever you want. The choice is yours.

- Your withdrawal amount is guaranteed based on your age at the time of your first withdrawal and your income benefit base
- This income is guaranteed for the rest of your life, even if the contract value falls to \$0 (as long as you don't take more than your annual lifetime withdrawal amount any year)
- Tax penalties will apply if you take withdrawals before you reach age 59½; withdrawals are also subject to ordinary income tax
- Withdrawals in excess of your annual withdrawal amount will reduce your future withdrawal amounts

Guaranteed growth, up to 70%

7% simple interest annually, for up to 10 years

If the market is flat or down...

You're guaranteed that your income benefit base will increase by 7% simple interest annually for 10 years, or until you take your first withdrawal, whichever is first. If you don't take withdrawals for 10 years, this is a guaranteed 70% increase, giving you the potential to beat inflation.

Potential to increase your lifetime withdrawal amount even more

If the market is up...

If your contract value at any rider anniversary is higher than the guaranteed minimum value, this higher amount becomes your new income benefit base, increasing your lifetime withdrawal amount.

If your contract value falls to \$0 after the first 10 years (before your first withdrawal), there will be no further adjustments to your income benefit base.

Chance to increase your income annually

After you take your first withdrawal...

If your contract value at any rider anniversary grows to be higher than your current income benefit base, your income benefit base will reset to equal the current contract value. This gives you the chance to increase your income annually. If your income benefit base resets, it will be at the current terms and conditions of the rider, which may include an increase in the cost of the rider. While this reset is automatic, you can decline having this feature applied to your annuity.

Income continuation for your spouse

Income for a surviving spouse is an important benefit for many couples. That's why The Nationwide Lifetime Income Rider® (L.inc) offers a spousal continuation benefit. The benefit is available for an additional 0.15%, and guarantees that your annual income will continue to be paid, in the same amount, even after you're gone.

Spousal continuation must be elected at the time Nationwide L.inc is purchased and, once elected, it can't be removed. Both spouses must be between ages 45 and 85 at the time of purchase and the lifetime income percentage will be based on the younger spouse's age.

Income can continue, in the same amount, even after you're gone

Market participation

Our packaged solutions give you simpler choices for your investment decisions. Work with your investment professional to pick the most appropriate strategy for you, based on your risk tolerance and goals:

- Invest with a model investment portfolio — these portfolios contain a variety of underlying investment options that correspond to the portfolio's strategy, ranging from conservative to moderately aggressive
- Create a custom portfolio from over 50 different investments

For detailed information about the investment options available with Nationwide L.inc, please read the investment options brochure or ask your investment professional.

Growth potential without the hassle of monitoring individual investments

You say where. Nationwide® can help get you there.

THE NATIONWIDE LIFETIME INCOME RIDER®

Available beginning at age 45

Cost: 0.70%, assessed annually on the income benefit base

Cost for spousal income continuation: 0.15%, in addition to the cost of Nationwide L.inc

Loans aren't available with Nationwide L.inc

Meet Joe

PRE-RETIREE SEEKING INCOME



Joe is a 62-year-old engineer preparing for retirement. He's investing \$100,000 in a Nationwide® variable annuity. He knows he'll need this investment for retirement income in the future, but he isn't sure when.

As a solution, Joe selects The Nationwide Lifetime Income Rider® when he gets his variable annuity because it offers guaranteed growth, income for life and the flexibility to decide later when he'll start taking income.

As you can see on Pages 10 and 11, Joe's contract value increases and decreases over the years, but the guaranteed minimum value continues to grow at a steady pace.

What if Joe starts taking income at age 67? (please see chart on Page 11)

- His lifetime income is calculated using the guaranteed minimum value of \$135,000, which is \$9,562 more than his contract value (\$125,438)
- He'll receive \$7,425 per year (5.5% of his income benefit base) for the rest of his life, even if his contract value falls to \$0

What if Joe waits to start taking income until age 72? (please see chart on Page 11)

- He will receive \$13,409 per year (6% of his income benefit base of \$223,491) for the rest of his life, even if his contract value falls to \$0

What if Joe's investments don't grow?

- If the market is flat or down, his guaranteed minimum value will still go up because of the guaranteed growth feature of The Nationwide Lifetime Income Rider®
- With the guaranteed 7% simple interest increase every year, his income benefit base will continue to rise steadily for up to 10 years or until his first withdrawal
- The minimum that Joe's income benefit base will be after 10 years is \$170,000 based on his \$100,000 purchase payment (assuming he doesn't make any withdrawals); if the market does well, his income benefit base could be even higher

TAKE ►
ACTION

Visit nationwide.com/linc for a demonstration of how Nationwide L.inc works and to hear from Nationwide® clients.

How does it all work?

Here is how your income will be calculated. Whenever you decide to begin taking withdrawals, your income will be based on the higher value — either your highest contract value on any rider anniversary or the guaranteed minimum value.

INCOME BENEFIT BASE

Your **income benefit base** is the amount on which your income is calculated. It is the greater of the:

- Highest contract value (on any rider anniversary)
- Guaranteed minimum value (purchase payments increased by 7% simple interest per year)

The income benefit base will never decrease due to market performance, even if your contract value does.

If your contract value falls to \$0 after the first 10 years and before your first withdrawal, there will be no further adjustments to your income benefit base.



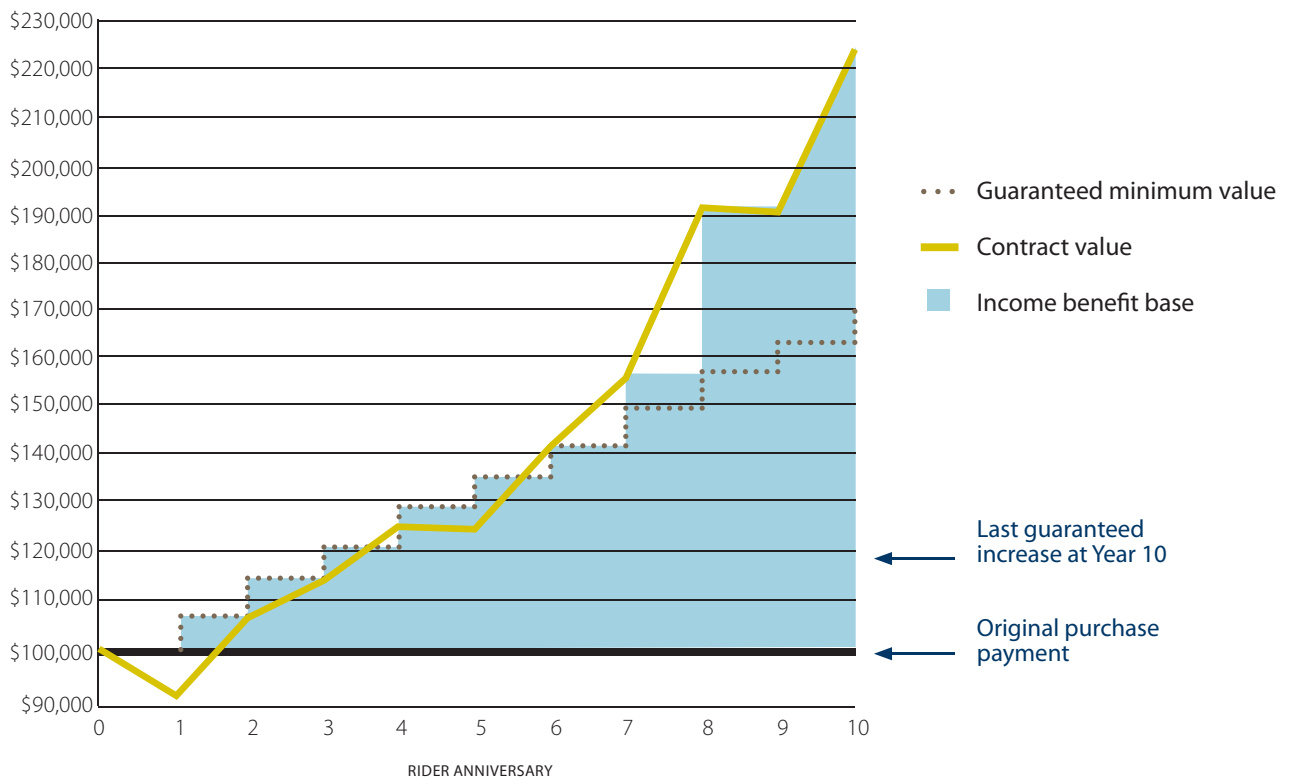
LIFETIME INCOME PERCENTAGE

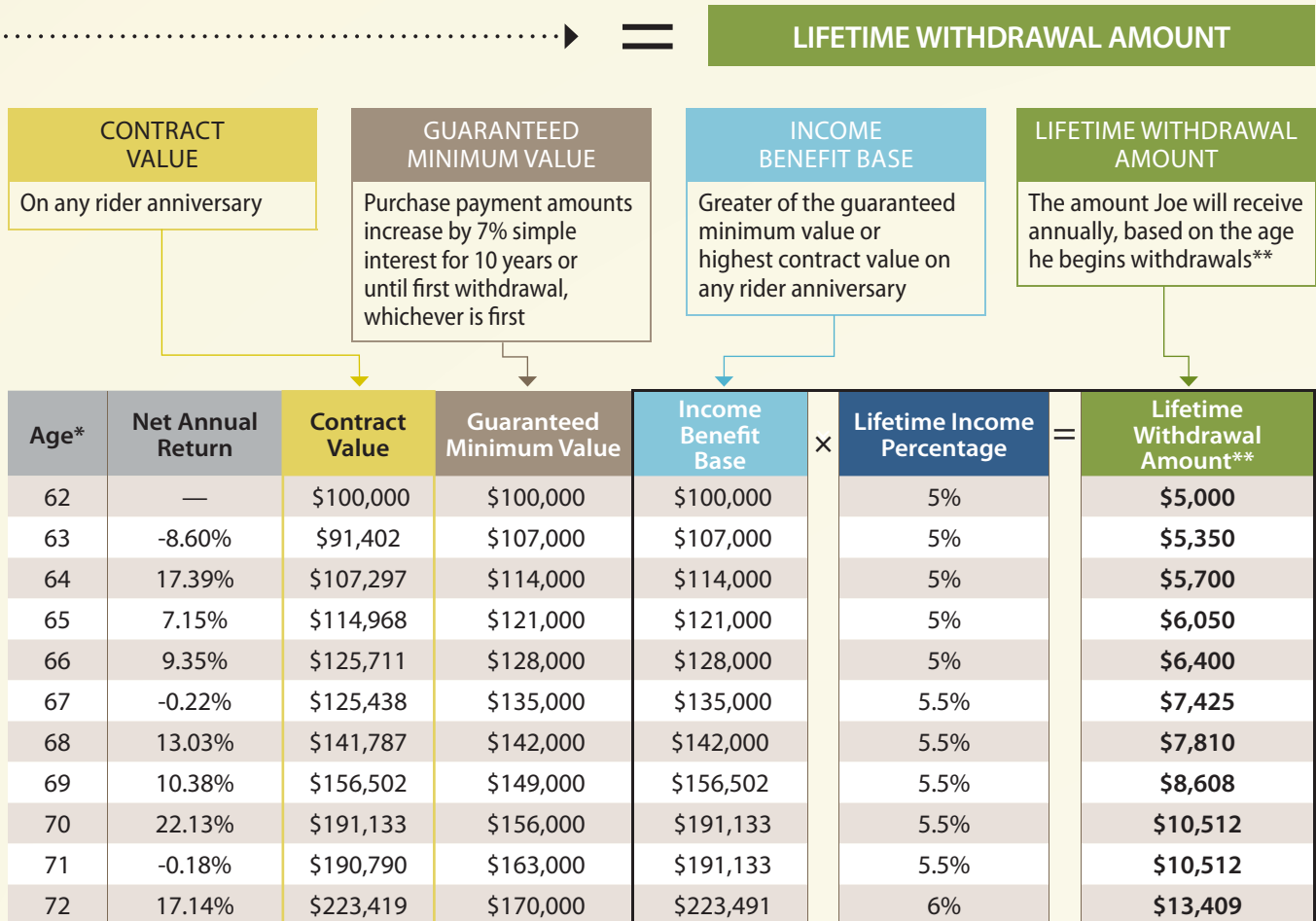
Your **lifetime income percentage** is based on the contract owner's age (usually you) when withdrawals begin.

Age	Lifetime income percentage (maximum)
45 – 59½	4%
59½ – 66	5%
67 – 71	5.5%
72 – 80	6%
81+	7%

This table shows the maximum withdrawal percentage that will be guaranteed for life. You can withdraw less or more. If you take more than the maximum, however, future withdrawal amounts will be reduced.

Your income benefit base is always based on the higher value: contract value or guaranteed minimum value





* If income begins at this age. ** Annual amount remains level unless reset.

The Nationwide Lifetime Income Rider® (Linc) wasn't available before March 1, 2006. This illustration demonstrates how Nationwide Linc would have worked had it been available before that time. **The American Funds NVIT Asset Allocation Fund — Class II** inception date was 08-01-1989 and is one of the investment options available with a Nationwide® variable annuity with Nationwide Linc. Performance information for the other investment options is available online or through fund prospectuses.

This illustration assumes a \$100,000 single premium purchase payment, 1.75% mortality and expense (M&E) charge and a 1.02% investment charge (the actual cost of the **American Funds NVIT Asset Allocation Fund**). For illustrative purposes, we've also assumed a 1.00% Nationwide Linc cost, although the current rider cost is only 0.70%. Your rider cost may be higher than 0.70%, but only if you choose to reset your income benefit base during withdrawals. Resetting your income benefit base could increase your lifetime withdrawal amount after you've started taking withdrawals. Other fees and charges may apply. They include, but aren't limited to, an annual contract charge of up to \$30.

This illustration isn't intended to reflect the performance of the available investment options or to predict or project future investment results. Your performance could be significantly different than the investment option shown depending on the investment option(s) you pick. Contingent deferred sales charges (CDSCs) may be charged if you take a withdrawal greater than your annual lifetime withdrawal amount. CDSCs range from 0.00% to 8.00%, over a maximum of eight years.

The results shown represent past performance and shouldn't be considered a representation of performance or investor experience of the funds in the future. Past performance cannot guarantee future results. Current performance may be lower or higher than the performance data quoted. The principal value and investment return of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.

Performance data current to the most recent month-end may be obtained at www.nationwide.com or 1-800-321-6064.

Non-standardized average annual total returns since inception

(net of all asset-based fees) These returns are measured from the inception date (8/1/1989) of the investment option and may predate the offering of the fund in the Nationwide separate account.

1 year	5 year	10 year	Since inception
6/30/06 – 6/29/07	6/30/02 – 6/29/02	6/30/97 – 6/29/07	8/1/89 – 6/29/07
7.90%	7.95%	5.66%	7.42%

Standardized average annual total returns since inception

(net of all asset-based fees) These returns are measured from the date the investment option was included in the Nationwide separate account (5/1/2006).

1 year	5 year	10 year	Since inception
6/30/06 – 6/29/07	NA	NA	5/1/06 – 6/29/07
7.90%	NA	NA	4.74%

From our family to yours

At first glance, we probably look like every big company out there. True, we're one of the largest financial services companies in the world ... we're a Fortune 500 company with 35,000 associates.

But spend some time with us and you'll quickly see a difference — family is at the heart of everything we do.

For more than 80 years, we've dedicated ourselves to helping families prepare for the future while helping them protect the things they care about today.

Welcome to the Nationwide® family. You're going to feel right at home.

Nationwide Life Insurance Company, the life insurance entity that stands behind the guarantees offered on Nationwide® variable annuities with The Nationwide Lifetime Income RiderSM, has been rated by these rating agencies:

FINANCIAL STRENGTH RATINGS

A.M. Best

Rated second highest of
14 categories as of 2/05/07

A+

Moody's

Rated fourth highest of
21 categories as of 12/04/06

Aa3

Standard & Poor's

Rated fourth highest of
21 categories as of 7/25/03

AA-

These ratings and rankings are intended to reflect the financial strength and claims-paying ability of Nationwide Life Insurance Company. They aren't intended to reflect the investment experience or financial strength of any variable account, which is subject to market risk.

When it comes to investments, we know quality

Why can you trust Nationwide® to recommend investment solutions, managers and styles?

Our depth of experience — a proud history of creating investment solutions and building long-term relationships with successful money managers tells you we're On Your Side®

An unwavering focus on results — our focus on asset allocation and consistency of investment styles means we're dedicated to helping you achieve your goals

Comprehensive investment solutions — from individual investment options to packaged solutions, we let you pick the alternatives that best meet your needs

A constant dedication to innovation — we're always looking for new ways to help offer you a balance of risk and return, because we understand you insist on it

For specific information about the investment options you can choose when you select a Nationwide® variable annuity with The Nationwide Lifetime Income Rider®, please review our investment options brochure or ask your investment professional.



Terms you should know

Guaranteed minimum value	purchase payments increase by 7% simple interest for up to 10 years
Income benefit base	the greater of either your guaranteed minimum value or highest contract value on any rider anniversary; amount on which your lifetime withdrawal amount is based
Prospectus	legal document that thoroughly explains the benefits, restrictions and fees of an annuity
Rider	optional feature you can add to an annuity contract for an additional charge to personalize your annuity; a rider can't be purchased by itself
Rider anniversary	the annual anniversary of the day you purchased your rider (the same day as the annuity purchase)
Underlying investment options	the investment options offered in variable annuities; they aren't offered directly to the general public
Variable annuity	an insurance contract issued by a life insurance company; intended as a long-term investment; provides a variable rate of return based on the performance of the investment options selected; can provide income at regular intervals for a defined period of time, such as a specific number of years or for life through annuitization



TAKE ►
ACTION

Ask your investment professional if a Nationwide® variable annuity with Nationwide L.inc could help you live more confidently in retirement.

This brochure is only authorized for client use when preceded or accompanied by a variable annuity product prospectus. The prospectus describes the investment objectives, risk factors, expenses, fees and surrender charges that may apply to you. You should read it carefully before purchasing a variable annuity.

Each underlying investment option within a variable annuity has its own prospectus, with details on its investment style, focus, risks and expenses. You should read them carefully before investing. These prospectuses are available from your investment professional or by writing to Nationwide Life Insurance Company, P.O. Box 182021, Columbus, Ohio 43218-2021.

Nationwide® includes Nationwide Mutual Insurance Company and Nationwide Financial Services, Inc. (NFS). NFS is the parent company of Nationwide Life Insurance Company and Nationwide Life and Annuity Insurance Company.

Nationwide variable annuities are issued by Nationwide Life Insurance Company, Columbus, Ohio. The general distributor is Nationwide Investment Services Corporation, member FINRA. In MI only: Nationwide Investment Svcs. Corporation.

Nationwide, Nationwide Financial, the Nationwide framemark, On Your Side and The Nationwide Lifetime Income Rider are federally registered service marks of Nationwide Mutual Insurance Company.

Rider: VAR-0140AO, VAR-0140OR

Oklahoma: VAR-0140AO

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