

New York City, 2 July 2008

ING USA Responds to SEC's Proposed Rule 151A

Rule proposes to regulate fixed indexed annuities as securities

On Wednesday, June 28, the Securities and Exchange Commission (SEC) voted to propose a regulation that could have a significant impact upon the development and distribution of fixed indexed annuity products. Among the potential changes, is a proposal that would require the registration of certain fixed indexed products with the SEC.

ING USA's Response to Proposed Rule 151A:

- We are currently reviewing the proposed Rule and will participate in the industry's public dialogue and debate about its benefits, as well as areas that may be improved.
- ING USA has always worked cooperatively with regulators, including the SEC, and remains open to the possibility of additional regulation and oversight of its fixed indexed annuities. We have been supportive of many new safeguards for consumers but want to be cautious about creating unnecessary barriers for our distribution partners in how they conduct and manage their businesses.
- ING USA values our relationships with our distribution partners. We will continue to dialogue with you about these proposed changes and assist you to be well positioned for the future.
- ING USA has been a leader in the industry in addressing suitability and sales practices. We have focused on consumer-friendly product designs, agent certification programs, strong point-of-sale disclosure, suitability tools, suitability review and customer surveys.
- ING USA is familiar with distributing registered annuities (fixed indexed and variable), and if this proposed Rule is passed, ING USA is well positioned to help its distribution partners adapt to the changes quickly.
- Ultimately, ING USA wants to provide the highest quality products to its customers in order to help them achieve their long-term financial goals and objectives and has taken steps to ensure that its products, including fixed indexed annuities, are sold appropriately to customers who view them as an important component of their retirement and income planning.
- ING USA's fixed indexed annuity products are outstanding long-term financial planning vehicles that may be a key element within a comprehensive financial strategy for many Americans.
- ING USA will keep its valued distribution partners apprised of any developments relative to the proposed Rule. In the meantime, feel free to call the sales support desk if you have any questions @ 800.369.5301.