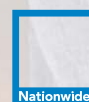




Nationwide YourLifeSM Accumulation UL

Take a step toward a
stronger financial future

Client brochure



Nationwide[®]
On Your Side

Accumulation UL — makes it easier to take that first step

.....

You have plans for life — a bigger house, a good education for the kids, plenty of retirement funds. And you'll reach them, too . . . just as soon as you have some time and energy to sit down and figure out where to begin.

.....

You know where you're trying to go. You just need a little help getting started. And Nationwide YourLifeSM Accumulation UL can help make it easier than ever to take that first step toward a secure financial future. It offers a simplified way to protect your family today and save for the future, all with one convenient product.

As your personal situations change (e.g., marriage, birth of a child or job promotion), so will your life insurance needs. Care should be taken to ensure this product is suitable for your long-term life insurance needs. You should weigh any associated costs before making a purchase. Life insurance has fees and charges associated with it that include costs of insurance that vary with such characteristics of the insured as sex, health and age, and has additional charges for riders that customize a policy to fit your individual needs.

If you choose to take loans or partial surrenders, the death benefit payable to your beneficiaries will be reduced. Throughout this brochure, we make a couple of assumptions when we talk about taking loans and partial surrenders from your policy, including that the contract qualifies as life insurance according to Section 7702 of the Internal Revenue Code (IRC) and is not a modified endowment contract (MEC) under Section 7702A. If it meets all of the requirements of Section 7702A, most of the distributions from your policy will be taxed on a first-in/first-out basis. Loans and partial distributions from a MEC will generally be taxable and subject to a 10% tax penalty, if you're 59½ or younger. If your policy lapses with a loan outstanding, it will be treated as a distribution and some or all of the amount may be taxable.

Federal tax laws are complex and subject to change and the information here is based on current understanding of the law; you should consult your attorney or tax advisor for answers to specific tax questions.

Applying it to your life

→ Supplemental savings

You're looking for a way to start planning for the future and put a little money aside for life's many expenses. Nationwide YourLifeSM Accumulation UL can help by offering permanent protection and conservative growth, all in one product. The tax-advantaged accumulation and income tax-free loans and surrenders from your non-**modified endowment contract (MEC)** policy give you an efficient way to plan for the future.

MEC

If a policy becomes a MEC, it no longer qualifies as life insurance, which means it's no longer eligible for the tax advantages associated with life insurance

→ Total family protection

You have a lot of obligations and limited time and resources to get them done. So when it comes to life insurance protection, multi-task like a pro with a Nationwide YourLife Accumulation UL policy. This single, cost-effective policy can cover your entire family with the help of optional **riders**. It's so simple you'll be able to stop focusing on life insurance and get back to living.

Riders

Additional benefits or features that can be added to your policy (usually for an additional fee) to help customize the policy to meet your specific needs

(Not all riders are available in all states and some even have different names in different states.)

→ Wealth transfer

Whether you're looking for a way to create an **estate** — pass on a financial legacy — or simply protect what you already have, Nationwide YourLife Accumulation UL can help. This universal life product offers conservative growth with an income tax-free death benefit paid directly to the beneficiary. The death benefit can even be estate tax-free if properly structured.

Estate

The assets left by a person at death

→ Long-term care

No one likes to think about needing long-term care, but if you do need it someday your Nationwide YourLife Accumulation UL policy with a long-term care rider, available at an additional cost, can help cover the expenses.

→ Business protection

A Nationwide YourLife Accumulation UL policy offers a competitively priced and flexible way for you to protect the business you've worked so hard to build. Use Nationwide YourLife Accumulation UL to help fund buy/sell arrangements, succession plans or even key person coverage. All protections and guarantees are subject to the claims-paying ability of Nationwide.

Making a difference

.....
At Nationwide®, it isn't enough just to be good at what we do. We want to be the best we can be. To do that, we have to offer you and your insurance professional benefits such as:
.....

Simplicity

Many companies in the industry promise easy solutions to your needs. Then you read their material and it sounds like a foreign language. At Nationwide®, we think the solutions we offer should sound like English — like something that can actually fit into your life. That's why we offer:

- Streamlined materials so you know what you're buying
- Simplified application process
- Straightforward policy management tools to keep your policy in good order

Long-term care with the Nationwide Care Guide Network®

Not all long-term care (LTC) coverage is the same. In fact, some policies and riders can be so complex and restrictive you end up with more hassle and less control than you bargained for. With Nationwide's long-term care rider, we make payments directly to the policy owner with no need to submit bills.

With our LTC rider, you'll also receive support from the Nationwide Care Guide Network®, designed to help answer questions and provide information on health care, nutrition care, housing issues and more.

Nationwide YourLifeSM Wellness program

Nationwide is looking to encourage and support our clients to live healthier lives. Partnering with Nationwide Better HealthSM, one of our affiliates, we look to offer wellness programs and simple advice on issues like smoking cessation, stress management, fitness and nutrition. Like most financial companies, our primary objective is to help offer clients financial security and help them prepare for the future. Now we're hoping to offer them a chance at better, healthier and happier lives, too.

Owner-directed settlement options

Kids. You try to teach them right, but sometimes they just don't make the smartest decisions, especially when it comes to money. If you're concerned about how your death benefit will be spent, you can choose the settlement option that best suits your beneficiary's money-handling abilities. This gives you more control over the length of time the payments will last, and can even stretch the payments over multiple generations. You also receive more control over how and when your beneficiaries access the benefit without the hassle and expense of establishing a trust.

There may be other reasons for using a trust (e.g., to transfer ownership, tax purposes) which would not necessarily be accomplished using owner-directed settlement options. Such decisions should be made by you and your estate planning and/or tax advisors.

Nationwide YourLifeSM

Accumulation UL — The details

How much does Nationwide YourLifeSM Accumulation UL cost?

Insurance companies deduct some industry-standard fees to cover the cost of insurance, taxes and other expenses. These include premium charges (including sales charges), monthly deductions and surrender charges. Your periodic payments, called premiums, help cover these costs and are based on your individual characteristics, needs and goals. You decide how often you want to pay — annually, semiannually, quarterly or monthly — and we bill you for the premium amount needed.

What if I miss a payment?

Lapse
Terminate

During the first five (5) years of your policy, the Minimum Monthly Premium Provision ensures the policy will not **lapse** as long as the sum of all the premiums you've paid (minus any loans or surrenders) is greater than or equal to the sum of the minimum monthly premium in effect from the policy issue date. (In English, that means that even if your policy's cash value is less than zero, your policy will not lapse as long as you've met the minimum monthly premium requirements. These requirements will vary by policy.)

How can I customize my policy?

You can add riders to your policy at an additional cost to customize it to meet your specific needs.

Riders available for Nationwide YourLifeSM Accumulation UL include:

Accelerated Death Benefit — allows you to receive some of the death benefit early, in the case of a terminal illness

Accidental Death Benefit — provides additional coverage in the case of a death due to accident; please note there are qualifying conditions to meet to invoke the rider

Children's Term Insurance — term coverage for all your children, even the ones to come later on in life

Long-term care — provides access to your death benefit to help pay for home health care, assisted living or long-term care needs

Overloan Lapse Protection — helps to protect heavily loaned policies from lapsing

Premium Waiver — credits a monthly premium to your policy in case you become disabled

Spouse — term coverage for your spouse

Waiver of Monthly Deduction — pays all monthly deductions if you become disabled, but does not pay the full premium amount; please note there are qualifying conditions to meet to invoke the rider

What happens next?

If you've made the decision that Nationwide YourLifeSM Accumulation UL is right for you, the "underwriting" process begins. This simply means we begin the paperwork on the policy.

Your insurance professional will have some forms for you to sign and may need to ask you a few medical questions. Depending on the amount of insurance applied for, a medical professional may contact you to schedule a quick checkup, including height, weight and other basic medical information. The checkup is often done in your own home.

After the application is approved, you will receive the policy. You might want to file this with your other important documents and notify your beneficiaries. Then, by paying the regularly scheduled guarantee premium on time, you can be sure you've protected what matters most in life. Guaranteed.

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 country...we're a Fortune 500 company with 37,000 associates.

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

Life insurance is underwritten by Nationwide Life and Annuity Insurance Company or Nationwide Life Insurance Company, Columbus, Ohio, subsidiaries of Nationwide Financial[®]. Nationwide Life Insurance Company is a subsidiary of Nationwide Financial Services, Inc., a publicly traded holding company.

Nationwide, the Nationwide framemark, Nationwide Financial, Nationwide Care Guide Network and On Your Side are federally registered service marks of Nationwide Mutual Insurance Company. Nationwide YourLife and Nationwide Better Health are service marks of Nationwide Mutual Insurance Company.

Policy/Certificate: NWLA-370-AO

Oklahoma Policy/Certificate: NWLA-370-OK

Riders/Endorsements: NWLA-372-AO, NWLA-0412-AO, NWLA-0417-AO, NWLA-0420-AO, NWLA-0421-AO, NWLA-0423-AO, NWLA-0171-AO, NWLA-0172-AO

Oklahoma Riders/Endorsements: NWLA-0372-AO, NWLA-0412-OK, NWLA-0417-AO, NWLA-0420-OK, NWLA-0421-OK, NWLA-0423-AO, NWLA-0171-35, NWLA-0172-35

© 2008, Nationwide Financial Services, Inc. All rights reserved.

FLM-0468AO



Nationwide[®]
On Your Side