

December 23, 2024

### Reliance Standard Announces Competitive Rate Increases

Reliance Standard [Life Insurance Company] announces rate increases across its fixed annuity portfolio, effective December 23, 2024. This enhancement reinforces Reliance Standard's commitment to providing competitive retirement solutions as the market environment evolves.

The rate increases apply to new business across multiple fixed annuity products and terms. Financial professionals are encouraged to contact their Reliance Standard representative for specific details about these enhancements.

"As we close out 2024, we're pleased to offer these competitive new rates that help strengthen retirement security options for our clients," said David Whitehead, senior vice president of Retirement Services Sales and Marketing. "In a time when many Americans are focused on retirement planning, these enhanced rates demonstrate our continued commitment to providing stable, long-term solutions."

For current rates and product details, financial professionals can:

- Contact their Reliance Standard representative.
- Visit our secure Agent Portal at <https://secure.rsl.com/userservices/>.
- Call our Annuity Sales Desk at 800.435.7775 ext. 3696 or email [annuity.marketing@rsl.com](mailto:annuity.marketing@rsl.com).

Rate lock rules and guidelines remain unchanged. All applications must be signed; rates are effective as of signature date.

###

### About Reliance Standard

For more than 100 years, Reliance Standard Life Insurance Company (Reliance Standard) has helped millions of U.S. families protect, prepare and grow with peace of mind. With over \$23.3 billion in Assets Under Management (AUM) as of December 31, 2023, and superior financial strength ratings<sup>1</sup>, we are a strong, stable financial institution. As an integrated member of one of the world's largest and most respected global insurance groups, the Tokio Marine Group, we have excess capital to pursue disciplined growth.

<sup>1</sup> AM Best A++ (Superior), Standard & Poor's A+ (Strong) and Moody's A-1 (Strong)

Annuities are products of the insurance industry and are not insured by the Federal Deposit Insurance Corporation (FDIC), or any Governmental Agency.		
NO BANK GUARANTEE	NOT A DEPOSIT	MAY LOSE VALUE