

November 5, 2024

Reliance Standard Announces Rate Increases

Philadelphia, PA – Reliance Standard [Life Insurance Company] announced rate increases yesterday across its fixed and indexed annuity portfolio, effective October 24 and November 4, 2024, respectively. These competitive new rates reflect current market conditions and reinforce Reliance Standard’s commitment to providing strong retirement solutions.

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

“These rate increases demonstrate our continued commitment to offering competitive retirement solutions while maintaining our strong financial position,” said David Whitehead, Senior Vice President Retirement Services Sales & Marketing. “We are pleased to provide our distribution partners with even more compelling options for their clients.”

For current rates and product details, financial professionals can:

- Contact their Reliance Standard representative.
- Visit our secure [agent portal](#)
- Call our Annuity Sales Desk at 800.435.7775 ext. 3696 or email annuity.marketing@rsli.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 ratings¹, 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.

¹ 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