

Sunset to occur in conjunction with the launch of new MYGA products!

February 15, 2017

We're excited to announce the launch of an enhanced suite of Athene multi-year guarantee annuities (MYGAs) on **March 1, 2017** in New York (NY).

These 3, 5 and 7-Year walkaway MYGA products will be even more competitive with stronger rates – Watch your inbox for more exciting details!

To make way for our new products, sales of the existing ATHENE MaxRate and ATHENE MaxRate EL annuities will end effective **February 28, 2017**. See below for application deadlines and instructions.

At Athene, we're bringing opportunity into focus.

In conjunction with the launch of our new products, we're making other exciting enhancements to improve your overall sales experience!

- Athene Connect: A NEW producer website offering enhanced reporting, product information, forms, materials and more ... plus a superior user experience.
 - Watch your inbox — A new producer code is coming your way soon. The new code is required to register for Athene Connect. (please continue to use your current codes through 4 PM CT **February 28, 2017**)
 - An Athene Connect website walkthrough will be available prior to launch.
- New materials help guide you smoothly through the NY business process.
 - A one-page Fact Sheet with new contact information to help ease your transition.
 - An updated Guide to Doing Business with Athene.
 - A training guide for Regulation 60 and our modified 2-step process.
- New Business Processing will transition to our Iowa headquarters on **March 1, 2017**.
- New product training will be available on **March 1, 2017**. You must complete this training before offering our new products.

More details to come over the next few weeks, so stay tuned!

NY Application deadlines

(ATHENE MaxRate and ATHENE MaxRate EL)

- Complete application packages for our current ATHENE MaxRate and MaxRate EL products must be received in good order in our service center by 4 pm CT **February 28, 2017**. Normal rate hold procedures apply.
- All funds for non-cash applications (e.g. 1035 exchanges, IRA rollovers) must be received by our service center no later than 4pm CT on **May 30, 2017**.
- All requests received after 4 pm CT on **February 28, 2017** will require a new application package in order to issue the enhanced product.

For agent use only. Not to be used with the offer or sale of annuities.

Applications may be submitted by fax (with cover sheet) to 770-690-1985 or emailed to <mailto:NYAtheneNB@Athene.com>. **If the application includes funds, please do not include a copy of the check.**

Applications may be submitted by mail to the following address:

Regular Mail

Athene Annuity & Life Assurance Company of New York
PO Box 725449
Atlanta, GA 31139

Express/Overnight Delivery

Athene Annuity & Life Assurance Company of New York
6425 Powers Ferry Road, Suite 300
Atlanta, GA 30339

Thank you for your business!

ATHENE MaxRate MYG, a Modified Single Premium Deferred Annuity, issued by Athene Annuity & Life Assurance Company of New York, Nyack, NY, on policy form series MYGL-C-NY and MYGC-C-NY issued by Athene Annuity & Life Assurance Company of New York, Nyack, NY. This contract contains limitations, exclusions and charges. Please contact the company for complete details. Products not available in all states.