

Strength Performance Protection



Recognized as a leader in the financial services industry with more than 140 years of experience, Pacific Life's success lies in a commitment to long-term stability, growth, and outstanding customer service. This commitment is reflected in our consistently high ratings received from the rating agencies.

Pacific Life Insurance Company's organization is relatively unique as we are part of a mutual holding company structure.
 We are not a publicly traded company; therefore, we do not need to consider performance of a stock price when making decisions.

Pacific Life Insurance Company and Pacific Life & Annuity Company Ratings

**A.M. Best
A+ (Superior)**

Second highest of 16 ratings

Ratings range: **A++ to S**
(Superior to Suspended)

**Standard & Poor's
A+ (Strong)**

Fifth highest of 21 ratings

Ratings range: **AAA to R**
(Extremely Strong to
Regulatory Action)

**Fitch Ratings Ltd.
A+ (Strong)**

Fifth highest of 21 ratings

Ratings range: **AAA to C**
(Exceptionally Strong
to Very Weak)

**Moody's Investors Service
A1 (Good)**

Fifth highest of 21 ratings

Ratings range: **Aaa to C**
(Exceptional to Lowest)

Ratings as of May 2010. For current ratings, see our Web site.

Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state.

No bank guarantee	Not a deposit	May lose value
Not FDIC/NCUA insured	Not insured by any federal government agency	



What the Ratings Mean

A.M. Best		Standard & Poor's		Fitch		Moody's	
A++	Superior	AAA	Extremely Strong	AAA	Exceptionally Strong	Aaa	Exceptional
A+	Superior	AA+	Very Strong	AA+	Very Strong	Aa1	Excellent
A	Excellent	AA	Very Strong	AA	Very Strong	Aa2	Excellent
A-	Excellent	AA-	Very Strong	AA-	Very Strong	Aa3	Excellent
		A+	Strong	A+	Strong	A1	Good
		A	Strong	A	Strong	A2	Good
		A-	Strong	A-	Strong	A3	Good
B++	Very Good	BBB+	Good	BBB+	Good	Baa1	Adequate
B+	Very Good	BBB	Good	BBB	Good	Baa2	Adequate
B	Fair	BBB-	Good	BBB-	Good	Baa3	Adequate
B-	Fair	BB+	Marginal	BB+	Moderately Weak	Ba1	Questionable
		BB	Marginal	BB	Moderately Weak	Ba2	Questionable
		BB-	Marginal	BB-	Moderately Weak	Ba3	Questionable
		B+	Weak	B+	Weak	B1	Poor
		B	Weak	B	Weak	B2	Poor
		B-	Weak	B-	Weak	B3	Poor
C++	Marginal	CCC+	Very Weak	CCC+	Very Weak	Caa1	Very Poor
C+	Marginal	CCC	Very Weak	CCC	Very Weak	Caa2	Very Poor
C	Weak	CCC-	Very Weak	CCC-	Very Weak	Caa3	Very Poor
C-	Weak	CC	Extremely Weak	CC	Very Weak	Ca	Extremely Poor
				C	Very Weak	C	Lowest
D	Poor	R	Regulatory Action				
E	Under Regulatory Supervision						
F	In Liquidation						
S	Suspended						

Pacific Life Insurance Company and Pacific Life & Annuity Company ratings as of May 2010 are in **bold**. Sources: Companies listed. A.M. Best, Standard & Poor's, Fitch Ratings Ltd., and Moody's Investors Service ratings are based on financial strength. These ratings do not apply to the safety or performance of the separate accounts funding Pacific Life's variable products. These ratings reflect the claims-paying ability only and are not a guarantee of future performance.

You should carefully consider a variable annuity's risks, charges, limitations, and expenses, as well as the risks, charges, expenses, and investment objectives of the underlying investment options. This and other information about Pacific Life are provided in the product and underlying fund prospectuses. These prospectuses are available from your registered representative or by calling the toll-free numbers listed below. Read them carefully before investing.

While ratings can be objective indicators of an insurance company's financial strength and can provide a relative measure to help select among insurance companies, they are not guarantees of the future financial strength and/or claims-paying ability of a company and do not apply to any underlying variable investment options. The broker/dealer from which an annuity is purchased, the insurance agency from which an annuity is purchased and any affiliates of those entities make no representations regarding the quality of the analysis conducted by the rating agencies. The rating agencies are not affiliated with the above mentioned entities nor were they involved in any rating agency's analysis of the insurance companies.

Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues. Insurance products and their guarantees, including optional benefits and any fixed subaccount crediting rates or annuity payout rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer from which this annuity is purchased, by the insurance agency from which this annuity is purchased or any affiliates of those entities and none makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Variable annuities are distributed by **Pacific Select Distributors, Inc.** (member FINRA & SIPC), a subsidiary of Pacific Life Insurance Company, and are available through licensed third-party broker/dealers.

Registered representative's name & firm:

State insurance license number:

10-1977A

26055-10B
Exp. 5/11

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