



PHOENIX

Guaranteed Income and Family Wealth Transfer Benefit (G.I.F.T. BenefitSM)

Income, Safety, Control

*A Benefit You May Elect to Add to
The Secure LifeStyle Annuity Series
(a series of single-premium indexed annuities)*

FROM PHL VARIABLE
INSURANCE COMPANY
HARTFORD, CONNECTICUT

“Retirement is the great financial riddle. Think of the uncertainties. You don’t know how long you will live. You don’t know what investment returns you will earn. You have only a limited sum of money. And there are no second chances.”

One of the more daunting financial aspects of retirement is the change from accumulating retirement savings to spending it. You know how much savings you own, but how much of it can you really afford to spend?

Let’s suppose you decide to put together a financial plan to determine your answer. One of the first matters you need to estimate is how long you will live, and of course, you have no reliable way of knowing in advance. You will also need to estimate what will be your future investment earnings. Again, there is no reliable way of knowing in advance.

When it comes to creating a dependable retirement income, the government and employers have increasingly shifted the burden onto you, the individual. Yet you face great uncertainty. Consider this statement from a Wall Street Journal article in February 2000:

“Retirement is the great financial riddle. Think of the uncertainties. You don’t know how long you will live. You don’t know what investment returns you will earn. You have only a limited sum of money. And there are no second chances.”

Does all of this sound intimidating, perhaps even hopeless? It doesn’t need to be.

What you need is a financial product that provides you with income, safety, and control – a product that can provide that strong foundation of income throughout your life.

The Secure LifeStyle Annuity Series provides a strong foundation for your financial future. By choosing to add the Guaranteed Income and Family Wealth Transfer (G.I.F.T.) Benefit, you insure the strength of that foundation.

The G.I.F.T. BenefitSM does so in two ways:

- It provides for a guaranteed, reliable lifetime withdrawal that begins when you choose to activate it. With the G.I.F.T. Benefit, today you can know exactly what withdrawals you will be able to take from the Secure LifeStyle Annuity in the future. That certainty can make your retirement planning a lot easier. And the attractive growth of your future withdrawal stream each year you choose to defer its activation can go a long way towards making your desired retirement income more affordable.
- If you happen to die before triggering the start of those lifetime withdrawals, the G.I.F.T. Benefit assures that your beneficiaries will receive an enhanced death benefit.

Withdrawals from the annuity are subject to income tax and, if taken prior to age 59½, a 10% tax penalty may also apply.

The rider guarantees are based on the claims-paying ability of PHL Variable Insurance Company.

Note: This brochure is meant to be read in conjunction with a Secure LifeStyles Annuity Series product brochure, disclosures, and product specific “Additional Information” material, for the rider being considered.

The insurance products are:
– Not insured by FDIC, NCUSIF, or any other state or federal agency that insures deposits; – Not a deposit or obligation of, underwritten or guaranteed by, the depository institution or any affiliate; – Subject to surrender charges that could result in loss of principal invested.



“As I look to the future, true financial security means making sure my husband and I have a plan to create a secure, reliable income in retirement, plus making sure he is taken care of if he needs to go it alone.”

By electing to add the **G.I.F.T. Benefit** to your **Secure LifeStyle Annuity Series** product, you gain the ability to produce a guaranteed level of lifetime withdrawals from your retirement funds while retaining control over the contract value of your annuity.

The **G.I.F.T. Benefit** provides:

- **A guaranteed lifetime withdrawal that starts when you want at age 50 and above.**
- **While you defer the start of those withdrawals, the amount of your allowable withdrawal grows, and your beneficiaries are protected by an enhanced death benefit.**

SAFETY

Prior to becoming aware of the G.I.F.T. Benefit, chances are you have relied upon a variety of types of assets to provide a safe, secure retirement income and have found them lacking.

One common strategy is to buy a variety of mutual funds, figuring that you can safely withdraw a certain portion of your value annually and approximately preserve principal. Let's suppose that you had followed this strategy over the ten-year period from January 1, 2001 to December 31, 2010. Let's suppose that you withdrew 4% of your balance at the beginning of every calendar year and that the performance of your funds approximately tracked the S&P 500® index, a leading measure of U.S. stock market performance.

Calendar Year	Beginning Balance	4% Withdrawal	S&P 500 Change	Change in Value	Ending Balance
2001	\$500,000	\$20,000	-13.04%	-\$62,606	\$417,394
2002	\$417,394	\$16,696	-23.37%	-\$93,627	\$307,071
2003	\$307,071	\$12,283	26.38%	\$77,765	\$372,553
2004	\$372,553	\$14,902	8.99%	\$32,164	\$389,814
2005	\$389,814	\$15,593	3.00%	\$11,230	\$385,452
2006	\$385,452	\$15,418	13.62%	\$50,395	\$420,429
2007	\$420,429	\$16,817	3.53%	\$14,248	\$417,859
2008	\$417,859	\$16,714	-38.49%	-\$154,385	\$246,760
2009	\$246,760	\$9,870	23.45%	\$55,560	\$292,450
2010	\$292,450	\$11,698	12.78%	\$35,889	\$316,641

Notice what happened:

- The amount of your withdrawal generally decreased over time, and
- Your ending balance was less than two-thirds of your beginning balance

Another common strategy is to buy bank certificates of deposit (CD's), figuring that you will withdraw the interest and keep the principal intact. Let's suppose that you had followed this strategy over the ten-year period from January 1, 2001 to December 31, 2010 and that your CD interest rates approximately tracked the Certificates of Deposit Index computed by MoneyCafe.com.

Calendar Year	Beginning Balance	Interest Rate	Withdrawal
2001	\$500,000	6.43%	\$32,140
2002	\$500,000	3.36%	\$16,815
2003	\$500,000	1.69%	\$8,440
2004	\$500,000	1.13%	\$5,660
2005	\$500,000	1.69%	\$8,465
2006	\$500,000	3.67%	\$18,370
2007	\$500,000	5.22%	\$26,085
2008	\$500,000	5.15%	\$25,725
2009	\$500,000	2.73%	\$13,650
2010	\$500,000	0.49%	\$2,440

Notice what happened: this so-called "safe" strategy caused your income to fluctuate wildly from year to year over this period of time. Also, the average annual income over this ten-year period, \$15,779, was less than half the income level achieved in the first year.

The above examples are hypothetical based on past index returns and interest rates. No actual products are represented, and the purpose is solely to illustrate the concept of varying returns.

The G.I.F.T. Benefit is a better solution for providing a safe, reliable retirement income as long as you follow the terms of the rider. As long as you make no excess withdrawals, it provides a level of withdrawals that is guaranteed never to decrease and that is guaranteed to continue for the rest of your life.



“My original plan was to preserve my retirement funds by only withdrawing the interest. Then I saw how much interest rates fluctuate from year to year, so I realized that wouldn’t give me the stability I needed. Then I learned about the Secure LifeStyle Annuity Series. Now, I know exactly how much money I can withdraw each year, and I never have to worry about the amount stopping or being reduced.”

The G.I.F.T. Benefit provides for a guaranteed, reliable annual withdrawal that begins when you choose to activate it. With the G.I.F.T. Benefit, today you can know exactly what annual withdrawal amount you will be able to take from your Secure LifeStyle Annuity Series product in the future.

Once you start you can continue to withdraw up to the guaranteed amount ever year - undiminished, regardless of interest rates or other economic conditions - for the rest of your life or, if you elect, for the rest of your and your spouse’s life.

If that’s the level of safety you seek, the G.I.F.T. Benefit delivers.

INCOME

The G.I.F.T. Benefit gives you the security of being able to determine – right now, today – what annual withdrawal amount you will be able to take from your annuity. The calculation is very simple, involving just two steps.

CALCULATING YOUR BENEFIT BASE

One major advantage of the G.I.F.T. Benefit is that in order to maximize your withdrawal amount, it calculates a separate value called the benefit base. It is calculated by multiplying the premium you paid, less any withdrawals you take prior to the start of lifetime withdrawal payouts, by a simple interest rate accumulated for each complete contract year prior to the start of withdrawals.

Ask your agent to provide you with a supplemental one-page insert to this brochure. The Additional Information on the G.I.F.T. Benefit insert provides information about the simple interest associated with the G.I.F.T. Benefit.

Note that the benefit base is used only to calculate the rider fee and the annual withdrawal amount guaranteed by the rider. The benefit base is not available for withdrawal and in no way guarantees the contract value.

CALCULATING YOUR GUARANTEED LIFETIME WITHDRAWALS

The second step is to multiply the benefit base by a payout percentage.

The payout percentage differs based on the attained age of the covered person at the start of payouts. In general, the higher the attained age at the start of payouts, the higher the payout percentage.

The payout percentage also differs depending upon whether you want the payments to continue as long as one person is alive (ideal for single or widowed people) or as long as either of two people is alive (ideal for married couples).

Your agent must provide you with “The Additional Information on the G.I.F.T. Benefit Rider” that details the rider fee and benefit information for the specific version of the rider

that applies to you before you decide to add this rider to your annuity.

While each G.I.F.T. Benefit withdrawal from the contract value of your annuity, you have this assurance: Even if the G.I.F.T. Benefit withdrawals ultimately cause the contract value of your annuity to fall to zero, your annuity will continue to make future G.I.F.T. Benefit payments for the rest of your life, or your and your spouse’s lives.

In summary, the income portion of the G.I.F.T. Benefit is commonly known as a guaranteed minimum withdrawal benefit. It gives you the certainty of knowing today the amount of your future withdrawals from your annuity, and it gives you the certainty of knowing that you can continue to take these withdrawals for as long as you live. That is a strong foundation for your financial future.

Guarantees are based on the claims-paying ability of PHL Variable Insurance Company.

CONTROL

You can delay the start of guaranteed annual lifetime withdrawal payments as long as you like and receive a greater annual withdrawal amount in the future.

And, if at any time while taking annual lifetime withdrawal payments you have a financial emergency, you always have access to your remaining contract value. If you withdraw more than your annual lifetime withdrawal payment in any one contract year, the only adjustment is that the benefit base is reduced, thereby reducing the amount of future lifetime withdrawal payments.

Withdrawals in excess of the annual guaranteed withdrawal amount will decrease the benefit base in the same proportion as the contract value is reduced and therefore decrease future guaranteed withdrawal amounts proportionally. This is more pronounced the lower the contract value is at the time of the excess withdrawal. For example, a withdrawal that reduces the contract value by 50% also reduces the benefit base by half and the future guaranteed withdrawals by half.



“Making sure my retirement income is safe and secure is important to me. Making sure my family is safe if something happens to me is just as important. It’s the responsible and loving thing to do.”

FAMILY WEALTH TRANSFER BENEFIT - A GUARANTEED GROWING DEATH BENEFIT

The G.I.F.T. Benefit also provides an important and valuable enhanced death benefit prior to the start of the guaranteed lifetime withdrawal payments. It provides that if you die prior to the start of these payments, the death benefit of the annuity that is paid to your beneficiaries will be equal to, at a minimum, the premium you paid for the annuity, less any withdrawals, accumulated at a guaranteed annual compound interest rate.

This annual growth of the enhanced death benefit stops once you reach age 85 or the death benefit reaches double the net amount that you paid into the annuity. If the annuity’s basic death benefit is higher than this guaranteed amount, your beneficiaries receive the higher of the two amounts.

If the annuity has joint owners, the death benefit of the annuity is paid upon the death of the first owner to die.

Once annual lifetime withdrawal payouts start under this G.I.F.T. Benefit, the enhanced death benefit terminates, and the annuity continues to maintain the basic death benefit.

Your agent must provide you with “The Additional Information on the G.I.F.T. Benefit Rider” that details the rider fee and benefit information for the specific version of the rider that applies to you before you decide to add this rider to your annuity.

Additional Information

If you elect to add the G.I.F.T. Benefit to your annuity, an annual fee will be assessed against your annuity's contract value. Ask your agent to provide you with a supplemental one-page insert to this brochure. The Additional Information on the G.I.F.T. Benefit insert provides information about the fees associated with the G.I.F.T. Benefit.

About the Phoenix Companies

The Secure LifeStyle Annuity Series of annuities are issued by PHL Variable Insurance Company, a member of The Phoenix Companies, Inc. The Phoenix Companies, Inc. helps meet personal, financial and business planning needs through life insurance, annuities and alternative retirement solutions.

Founded in 1851, Phoenix is a financially strong and stable company with a history of keeping its promises. We are committed to excellence in everything we do - from protecting people and their loved ones and businesses, to helping secure their retirement dreams.

Phoenix is publicly traded on the New York Stock Exchange under the symbol PNX. Our corporate offices are in Hartford, CT, and we have a customer service center in East Greenbush, NY. As of December 2009, we had approximately 725 employees.

The S&P 500® index does not include dividends paid on the underlying stocks and therefore does not reflect the total return of the underlying stocks. Past performance is no guarantee of future performance or values of the product. "Standard & Poor's®", "S&P®", "S&P 500®" and "Standard & Poor's 500™" are trademarks of Standard & Poor's Financial Services LLC ("Standard & Poor's") and have been licensed for use by Phoenix Life Insurance Company and its affiliates. The Secure LifeStyle Annuity Series is not sponsored, endorsed, sold, or promoted by Standard & Poor's, and Standard & Poor's makes no representation regarding the advisability of purchasing the Secure LifeStyle Annuity Series.

The Secure LifeStyle Annuity Contracts have not been approved or disapproved by the Securities and Exchange Commission. The Contract is not registered under the Securities Act of 1933 and is being offered and sold in reliance on an exemption therein. The Separate Account has not been registered under the Investment Company Act of 1940 and is being offered and sold in reliance on an exemption therein. The annuity does not directly participate in any market investment.

The Secure LifeStyle Annuity Series (10FIA, 10SLN, 10SLB) are single-premium indexed annuities issued by PHL Variable Insurance Company ("PHLVIC"), Hartford, CT and offered exclusively through The AltisSure Group. PHLVIC and The AltisSure Group are not affiliated. Product features and availability may vary by state. PHLVIC is not authorized to conduct business in NY and ME.

Guarantees are based on the claims-paying ability of PHL Variable Insurance Company.

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Offered exclusively through

