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TAKE A LONG- TERM VIEW

Planning for your future in a volatile market



Nationwide[®]
On Your Side

At Nationwide[®]

we believe in prudent
careful investing and in
taking a long-term view...

Today's volatile markets can make any investor nervous. With so much talk about recessions and market downturns, it is easy to get discouraged. But we can take comfort in the fact that the market has been tested and has proven resilient.

Let's take a look at how the market has performed in similar downturns and what you can do to protect your long-term goals in these uncertain times.

Like many investors, we're concerned about the market's recent volatility. But we still see the stock market as one of the best places to invest for the future.

Here's what we'll talk about:

See the big picture Pages 4–5
Putting the recent downturn in context

Look to history for perspective Pages 6–7
What we've all learned over time

Don't panic..... Pages 8–9
Emotional decisions can be hazardous to your financial health

Be ready for the rebound Pages 10–11
Many recoveries happen quickly — be ready

What can you do? Page 12
Ideas you and your investment professional can discuss

Why Nationwide®? Page 13-14
Some information about our financial strength and offerings

See the big picture

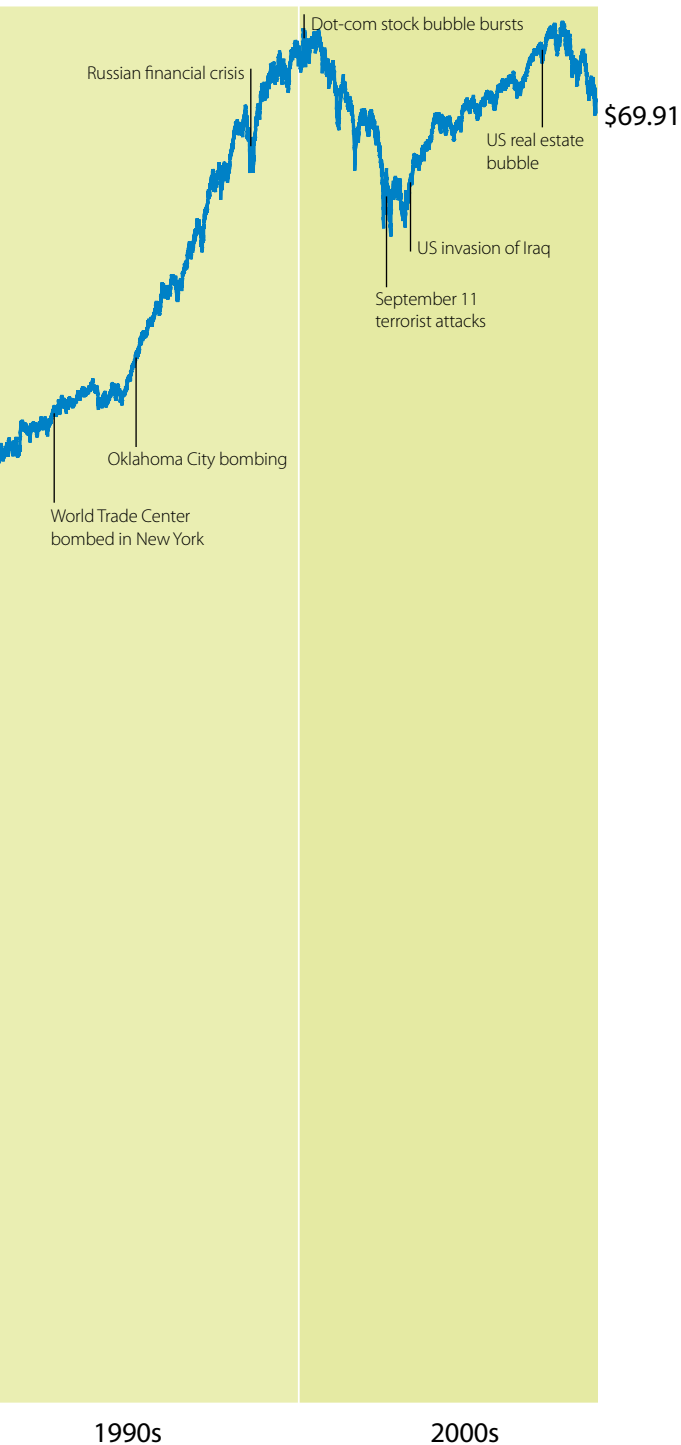
Downturns are a natural part of the market



Cumulative bull and bear market returns for the S&P 500 index from January 1950 to September 2008.

*Source for index data: Commodity Systems, Inc.

The Standard & Poor's (S&P) 500 Index is an unmanaged, capitalization-weighted index of 500 widely held stocks of large U.S. companies that gives a broad look at how the stock prices of large U.S. companies have performed. It doesn't incur the fees and expenses that an actual portfolio would incur, which would reduce performance if included. You can't invest directly in any market index. Past performance of an index is not an indicator of future results.



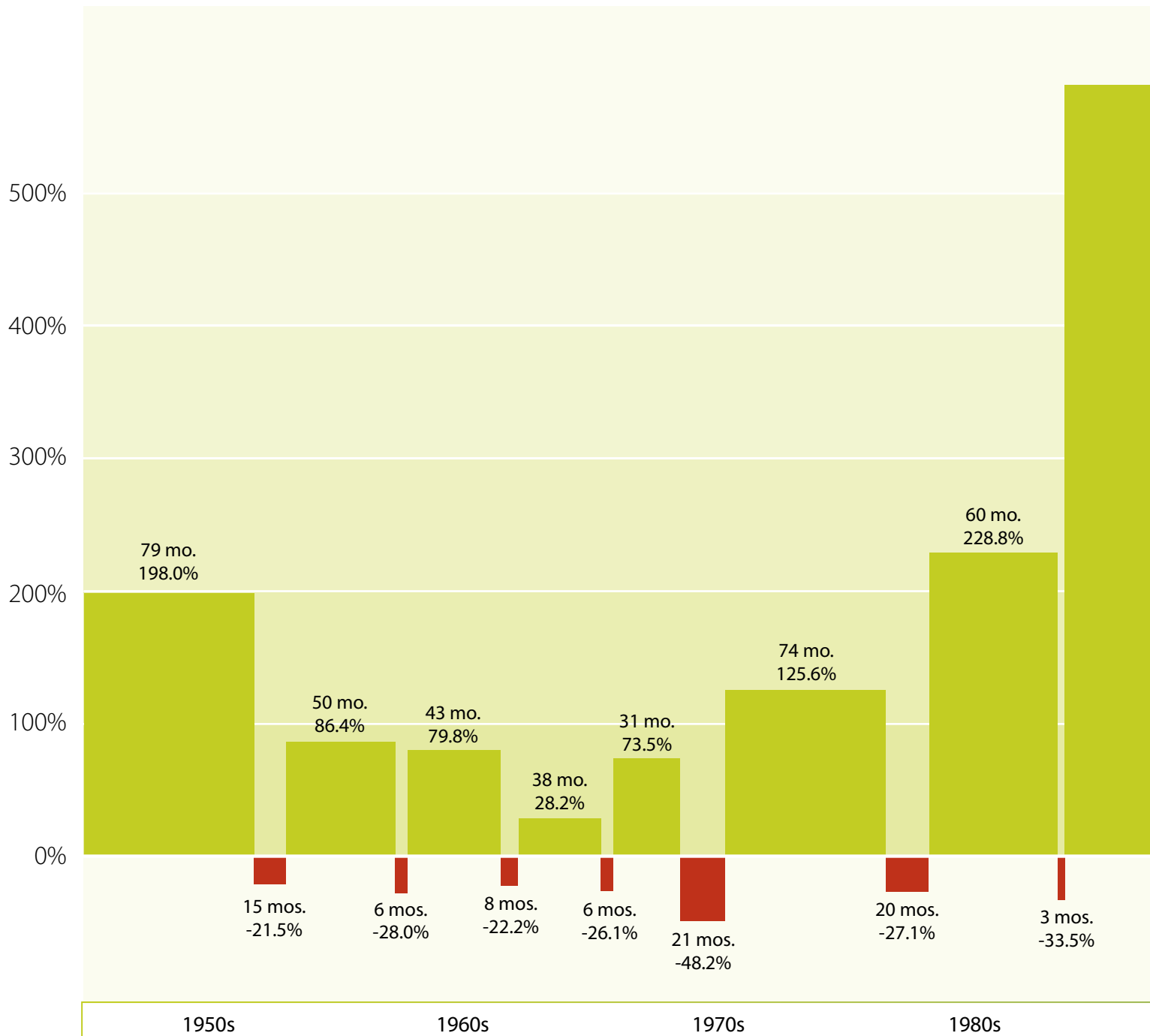
Looking at the chart, you can see that our nation has experienced and recovered from a number of different setbacks and crises and the stockmarket too has rebounded time and again.

- Downturns are a natural occurrence of the market and are generally brief
- Over the last 80 years, the S&P Index is up more than 10% in spite of large downturns like the Great Depression

S&P 500 Index is up more than 10% over the last 80 years

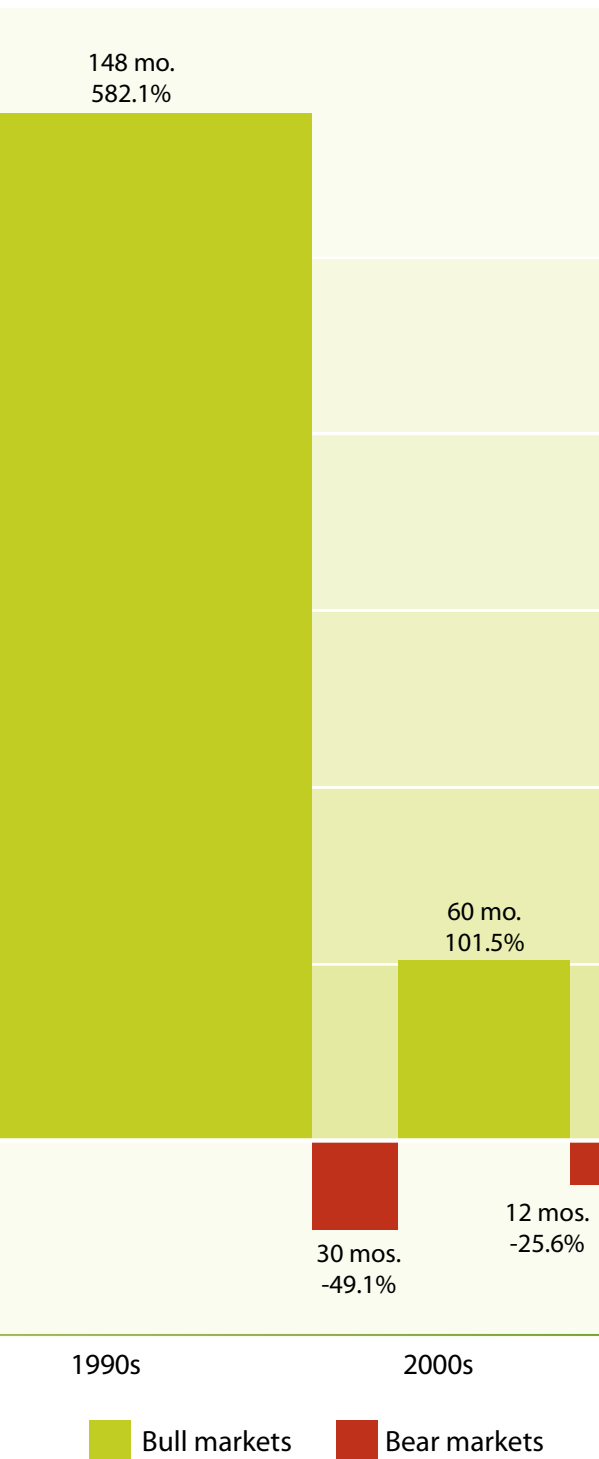
Look to history for perspective

Bull markets, on average, last nearly five times as long as bear markets



Cumulative bull and bear market returns for the S&P 500 index from January 1950 to September 2008.

*Source for index data: Commodity Systems, Inc.



While bear markets may be more memorable, the truth is they have been historically brief compared to bull markets.

- Since 1950, the nine bear markets have lasted, on average, just 13 months. The nine bull markets over that same period have lasted an average of 60 months
- The average bull market gained 141% while the average bear market lost 32%
- Market downturns can actually provide investing opportunities for those ready to take them

The average bull market gained 141%

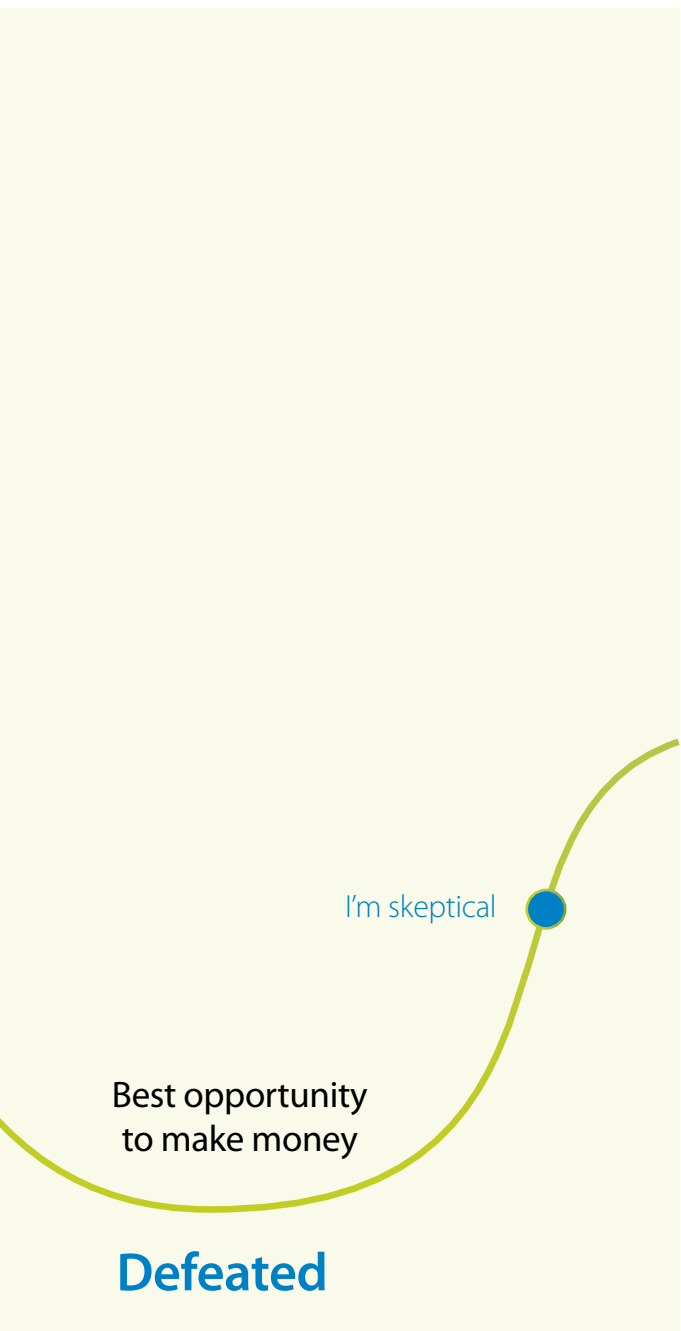
The average bear market lost 32%

Don't panic

Emotional decisions can be hazardous to your financial health



This hypothetical scenario is for illustration purposes only and is not a prediction of future market conditions.



Everyone has heard the phrase, buy low, sell high. But when emotions get involved in investing, exactly the opposite tends to happen.

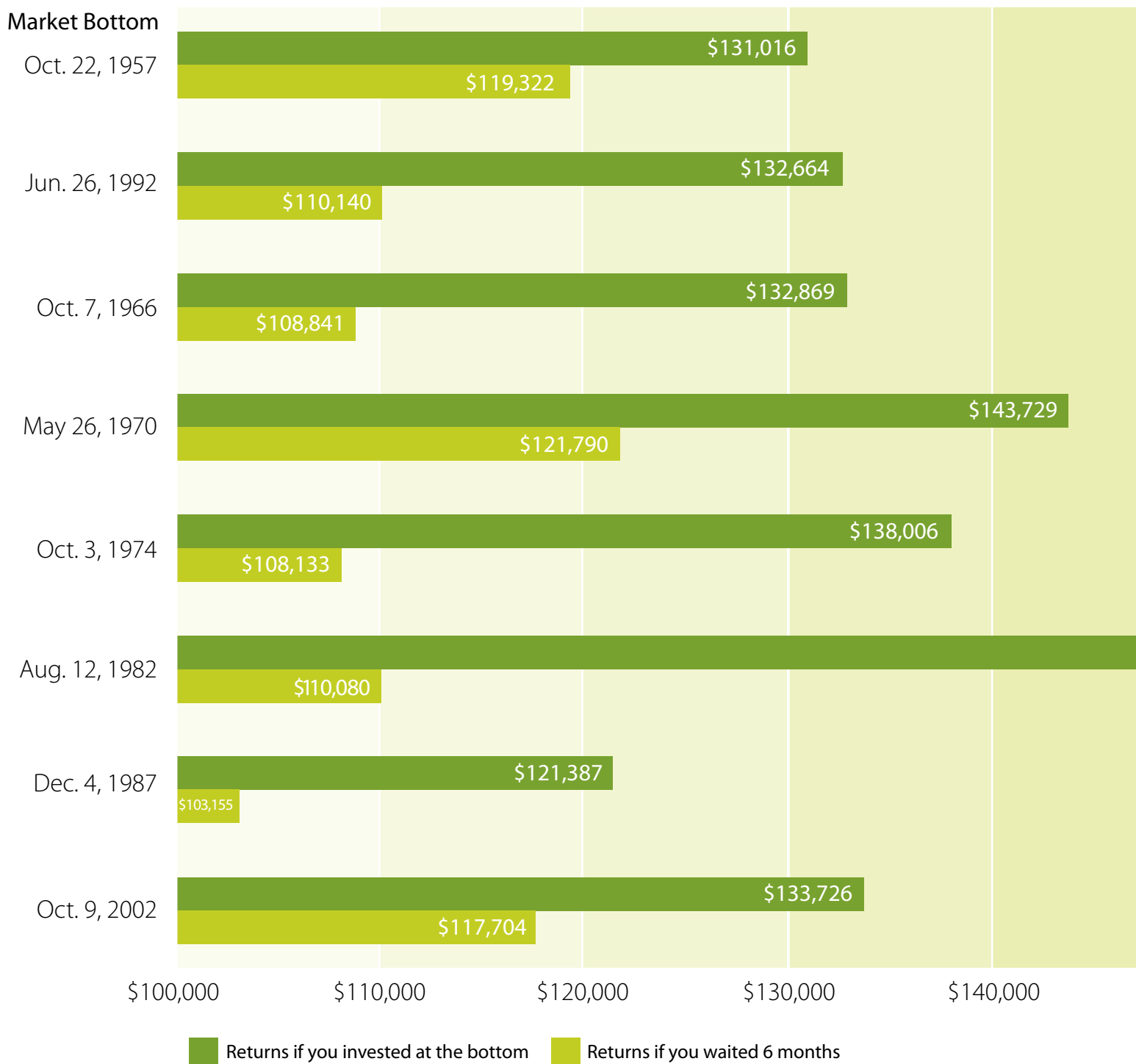
As confidence (and prices) build, investors may decide to buy... at just the wrong time. Even worse, as confidence (and prices) slip, investors often sell and lock in their losses.

- Remember to keep your emotions in check when making investing decisions
- Avoid making changes midstream based on short-term information
- Stick with the plan you and your investment professional created

Emotions drive investors in and out of the market at the wrong time

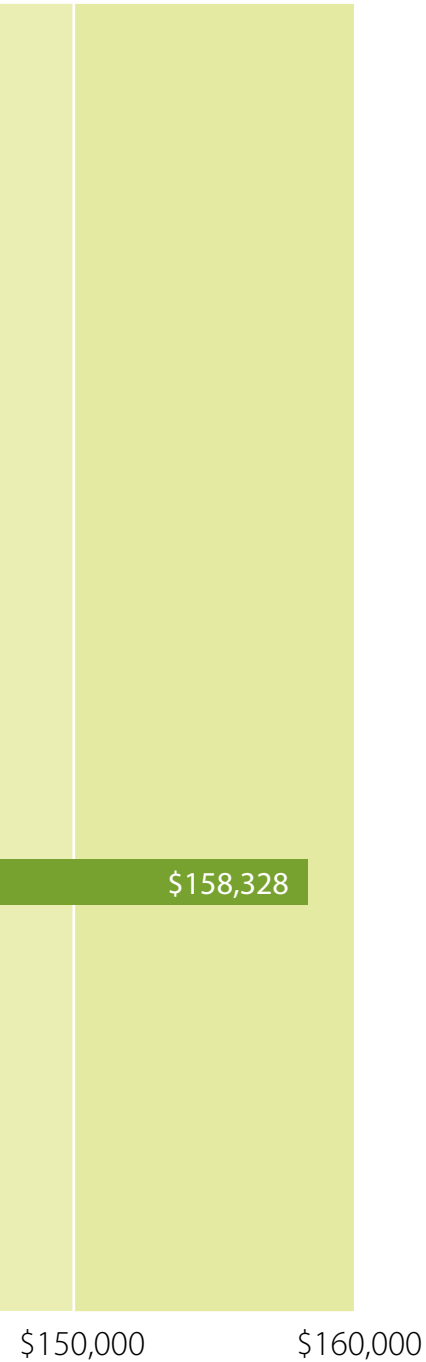
Be ready for the rebound

Most of the gains happen in the first six months after a downturn



Growth of \$100,000 invested for one year and six months after market bottoms (S&P 500)

*Source for index data: Commodity Systems, Inc.



Historically speaking drops in the market have typically been followed by rallies. Often these rallies start with a bang. Some of the most significant gains after a market downturn come in the first six months of the recovery.

- Nobody can foresee the future; that's precisely why timing the market is ill-advised
- Getting out of the market during a downturn also locks in any losses you've experienced.

Waiting for a market rebound can cause you to miss significant gains

What can you do?

Talk with your investment professional today

Chances are if you're reading this, you've already been in touch with your investment professional.

And while we hope the general concepts in this brochure lend some measure of comfort to you during the ups and downs of today's markets, we strongly encourage you to work closely with your investment professional to tailor any specific actions you take with regard to your investments to your strategic goals.

Some things you might want to discuss with him or her:

- Are you still on track with regard to your strategic investment plan?
- Does he or she see the need to make any tactical adjustments to your plan in light of current market conditions?
- Is your portfolio properly diversified or should you think about reallocating your account assets?
- How closely (and how often) should you monitor your account?

Choose a company you can trust

If you decide that investing fits with your overall plans, there are many companies who can help you reach for your financial goals. We hope you'll consider Nationwide® first.

Our financial strength and risk management strategies make Nationwide® unique in a crowded marketplace. Here are just a few of the reasons why:

Nationwide® has a diversified investment portfolio

Nationwide Financial has a high quality, diversified general account investment portfolio of \$38 billion. In addition, the businesses we're in, from individual life insurance and property casualty insurance to corporate life insurance and group pensions, helps us to be naturally diverse.

Risk management is one of Nationwide's strengths

As an insurance company, we have a core competency in risk management. As one of the first insurance companies to establish risk management and hedging strategies, we know how to manage risk and, unlike companies who outsource this function, we have the people and resources in place to monitor any changes and stay on top of trends. In fact, our risk management capabilities have been rated as "strong" by third-party rating agency Standard & Poor's, a rating only 10% of insurance companies share with us.

Nationwide's financial strength ratings are strong

Ratings agency	Rating	Date issued	Date affirmed
Moody's	Aa3	11-9-00	August 8, 2008
Standard & Poor's	AA-	7-25-03	August 7, 2008
AM Best	A+	10-17-02	March 11, 2008

About us

Our Midwestern roots took shape as an auto insurer protecting farmers back in 1925. And, while we've grown into one of the largest financial services companies in the nation, we clearly haven't forgotten our roots.

Whether you know Nationwide® through an agent, an investment professional, a call center representative or someone from our executive suite, you'll sense our brand of hardworking commitment to service. We call it being On Your Side,® and it's what drives us to serve our customers and strategic partners with a goal of always exceeding expectations.

Today, the Nationwide family has grown to include offerings such as home and auto insurance, life insurance and retirement savings, pension plans and asset management. In short, we help protect families, their futures and the things that are important to them.



Please visit us at nationwide.com to learn more about us, or simply contact anyone at Nationwide® to experience what it means to have Nationwide On Your Side.

