

Thank you for your proposed Rule 151A to properly treat Equity Indexed Annuities as a security.

I am a licensed financial professional whose practice includes helping clients plan for financial security, including risk based insurance products, brokerage investment products, and fiduciary fee based accounts.

From the proposals I have reviewed at the request of some of my clients, marketers of the Equity Indexed Annuities want the prospective buyer to believe they will participate in "market like returns" with no risk of loss. The name of the product itself indicates it should be regulated like a security.

Many have made the argument that EIAs are insurance products, and therefore should qualify for exemption of security regulation. This argument is lacking, in my opinion. Variable Life Insurance is no doubt an insurance product, and it is also properly regulated as an equity product.

As I understand the proposed rule, the product will continue to be available as long as it is fairly presented to prospective buyers. I believe it is incumbent upon all concerned to maintain confidence in the products being marketed to the public.

Thank you for your consideration.

Best regards,

Larnce D. Hicks, CLU, ChFC