



6-year annual lock in action

Growth potential with downside protection

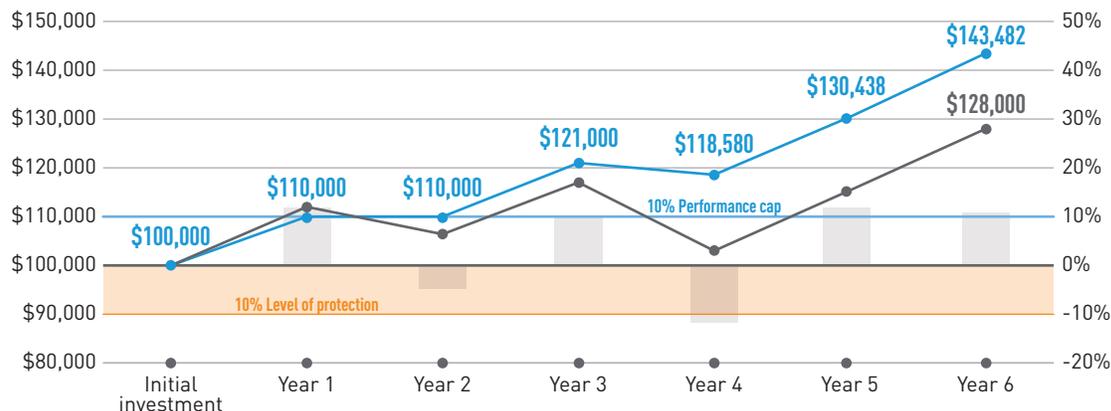
*Lincoln Level Advantage*SM indexed variable annuity



For consumers, investing often feels complex. Many prefer a simple approach to maintaining a balanced portfolio. With *Lincoln Level Advantage*, money allocated to an indexed account allows clients to keep any growth, up to a performance cap, and have a level of protection to help guard against market losses.

Below is a hypothetical example of how a six-year annual lock term works. In this example the indexed interest is determined and locked in each year over a six-year period. The interest is credited to the *Lincoln Level Advantage* account at the end of the six-year term.

| | |
|-------------------------------------|--------------------|
| Initial investment | \$100,000 |
| Indexed account | 6-year annual lock |
| Level of protection | 10% |
| Performance cap (applies each year) | 10% |
| The LLA difference | \$15,482 |



| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 |
|--------------|--------|--------|--------|--------|--------|--------|
| Index return | 12% | -5% | 10% | -12% | 12% | 11% |
| LLA return | 10% | 0% | 10% | -2% | 10% | 10% |

—● Hypothetical index performance
 —● *Lincoln Level Advantage* (LLA)
 Current year index gain or loss

Example is for illustrative purposes only. The example assumes the hypothetical performance cap for the 6-year annual lock term is 10% and the protection level (the amount of market loss Lincoln will absorb) is 10%. A new cap is declared for each additional term. In the event of market growth, the value will grow up to the cap at a rate based on the market index chosen. If the negative return is in excess of the protection level, there is a risk of loss of principal. Performance cap rates are declared weekly and will vary based on the index, term, protection level, and optional death benefit selected.

Indexed accounts are tied to market performance but are not actual investments in the stock market. You cannot invest directly in an index. Withdrawals and transfers will adversely impact the value of the indexed segment. See prospectus for details.

*Lincoln Level Advantage*SM is an indexed variable annuity. Annuities are long-term investment products that offer tax-deferred growth, access to a lifetime income stream, and death benefit protection. To decide if *Lincoln Level Advantage*SM is right for you, consider that its value will fluctuate; it is subject to investment risk and possible loss of principal; and there are costs associated with the variable investment options such as product charges. All guarantees, including those for optional features, and all amounts invested into the indexed accounts are subject to the claims-paying ability of the issuer. Limitations and conditions apply.

Insurance products issued by:
The Lincoln National Life Insurance Company

For use with the general public.



Performance cap rates are available prior to purchase and renewal. See www.lfg.com/LevelAdvantage for current rates.

Knowing you have a plan that includes a level of protection from market losses and opportunities for growth can help you feel more confident about your retirement income plan. Ask your advisor if *Lincoln Level Advantage* is right for you.

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*Lincoln Level Advantage*SM indexed variable annuity is a long-term investment product designed for retirement purposes. There are no explicit fees associated with the indexed-linked account options available. There are associated fees with the variable annuity subaccounts, which include a product charge, and administrative fees. Annuities are subject to market risk including loss of principal. Withdrawals are subject to ordinary income tax treatment and, if taken prior to age 59½ in nonqualified contracts, may be subject to an additional 10% federal tax.

Indexed-linked variable annuity products are complex insurance and investment vehicles and are subject to surrender charges for early withdrawals. Please reference the prospectus for information about the levels of protection available and other important product information.

The risk of loss occurs each time you move into a new indexed account after the end of an indexed term. The protection level option selected in the indexed account helps protect you from some downside risk. If the negative return is in excess of the protection level selected, there is a risk of loss of principal. Protection levels vary based on the index and term selected are subject to change and may not be available with every option. Please see the prospectus for details.

Investors are advised to consider the investment objectives, risks, and charges and expenses of the variable annuity and its underlying investment options carefully before investing. The applicable prospectuses contain this and other important information about the variable annuity and its underlying investment options. Please call 888-868-2583 for free prospectuses. Read them carefully before investing or sending money. Products and features are subject to state availability.

*Lincoln Level Advantage*SM indexed variable annuities (contract form 30070-B and state variations) are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

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There is no additional tax-deferral benefit for an annuity contract purchased in an IRA or other tax-qualified plan.

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Not available in New York.

For use with the general public.

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| Not FDIC-insured |
| Not insured by any federal government agency |
| Not guaranteed by any bank or savings association |
| May go down in value |

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