

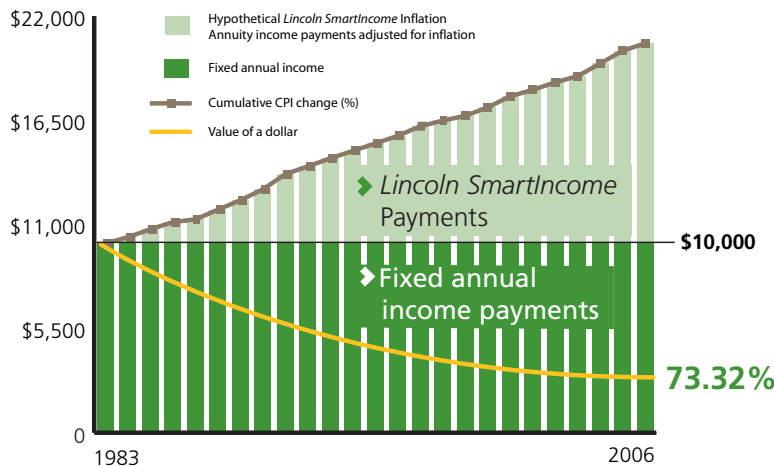
# How to keep your client's purchasing power on track



Your clients are depending on their retirement income to cover their everyday expenses, such as groceries and utilities. But those expenses keep going up over time. **A fixed income payment may not be enough to cover them over time.** The fact remains that inflation continually chips away at what a fixed income can buy.

**Lincoln SmartIncome<sup>SM</sup> Inflation Annuity** provides lifetime income adjusted for inflation, as measured by the Consumer Price Index.

As measured by the Consumer Price Index



In just the last 25 years, from 1983 to 2006, the value of a dollar has decreased by 73.32%, an average of 3.06% each year.

If your clients are not prepared, their income may come up short.

Don't let your clients ignore the effects of rising costs on their money. **Lincoln SmartIncome Inflation Annuity** can help your clients keep pace with their life.

Data Source: Bureau of Labor Statistics, August 2007

Data source: CPI-U from the Bureau of Labor Statistics, US Government, August 2007.

Note: this is a hypothetical chart; the product was not available for sale in 1983; this chart illustrates how payments would have been adjusted over time had it been available.

Guarantees are backed by the claims-paying ability of the appropriate issuing company.

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