

**American General Life Insurance Company**

**INVESTMENT OPTION PERFORMANCE INFORMATION AS OF JUNE 30, 2010**

EquiBuilder III is a variable universal life insurance policy underwritten by American General Life Insurance Company after its merger with The American Franklin Life Insurance Company and The Franklin Life Insurance Company on December 31, 2002. The table below presents average annual returns for each EquiBuilder III variable universal life insurance investment portfolio. The returns include reinvestment of dividends and distributions and deductions for management fees and other expenses of the portfolios/funds, including 12b-1 distribution fees where applicable. These returns do not include: (i) mortality and expense risk charges; (ii) all other noninsurance charges and contract fees; and (iii) insurance-related charges, including surrender charges, cost of insurance and monthly administrative charges. If these expenses were included, the performance presented below would be significantly lower. Please see the EquiBuilder III Variable Universal Life Policy Prospectus for detailed information on the policy fees and charges. A personalized illustration reflecting the effects of the policy fees and expenses utilizing a hypothetical rate of return is available from your registered representative.

**FUND AVERAGE ANNUAL TOTAL RETURNS (PERCENTAGES) AS OF JUNE 30, 2010**

Fund or Portfolio	Fund/Portfolio Inception Date <sup>1</sup>	Year to Date (since 1/1/10)	1 Year	Annualized			Since Inception <sup>1</sup>
				3 Year	5 Year	10 Year	
Fidelity VIP Asset Manager: Growth® Portfolio - Initial Class	01/03/95	-5.13	15.72	-4.27	1.65	-0.30	5.80
Fidelity VIP Asset Manager <sup>SM</sup> Portfolio - Initial Class	09/06/89	-2.00	15.48	-1.06	3.13	2.06	7.16
Fidelity VIP Contrafund® Portfolio - Initial Class	01/03/95	-6.60	16.62	-7.70	1.56	2.26	9.68
Fidelity VIP Equity-Income Portfolio - Initial Class	10/09/86	-7.14	15.39	-13.47	-1.92	1.36	7.95
Fidelity VIP Growth Portfolio - Initial Class	10/09/86	-4.98	16.71	-10.10	-1.15	-4.69	8.08
Fidelity VIP High Income Portfolio - Initial Class	09/19/85	3.40	21.15	3.68	5.63	3.13	7.25
Fidelity VIP Index 500 Portfolio - Initial Class	08/27/92	-6.66	14.43	-9.78	-0.80	-1.69	7.13
Fidelity VIP Investment Grade Bond Portfolio - Initial Class	12/05/88	5.53	12.95	7.02	5.15	6.36	6.95
Fidelity VIP Money Market Portfolio - Initial Class	04/01/82	0.08	0.26	2.13	3.12	2.81	5.30
Fidelity VIP Overseas Portfolio - Initial Class	01/28/87	-13.55	6.07	-13.91	0.61	-1.22	5.09
MFS® VIT Core Equity Series - Initial Class	08/14/96	-6.38	14.92	-9.16	-0.12	-3.97	4.55
MFS® VIT Growth Series - Initial Class	07/24/95	-8.53	13.24	-5.03	2.71	-4.98	5.82
MFS® VIT Investors Trust Series - Initial Class	10/09/95	-8.20	11.41	-7.17	0.93	-0.66	5.22
MFS® VIT Research Series - Initial Class	07/26/95	-7.84	13.28	-7.50	0.57	-2.25	5.13
MFS® VIT Total Return Series - Initial Class	01/03/95	-2.53	10.35	-4.10	1.30	4.10	7.66
MFS® VIT Utilities Series - Initial Class	01/03/95	-7.32	11.63	-6.09	6.88	4.89	11.51

<sup>1</sup> The returns were calculated from the inception date of the underlying funds or portfolios. These funds or portfolios were not available for sale through this policy during all periods shown.

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**INCLUDING ALL NONINSURANCE CHARGES AND CONTRACT FEES**

The performance results shown below reflect deductions for management fees and other expenses of the portfolios/funds (including Rule 12b-1 distribution fees where applicable), the EquiBuilder III variable universal life mortality and expense risk charge of 0.75 percent annually, and all other noninsurance charges and contract fees. Insurance-related charges, including surrender charges, cost of insurance and the monthly expense charge, are not deducted in this example. Results would be significantly lower if these expenses were included.

**AVERAGE ANNUAL TOTAL RETURNS (PERCENTAGES) OF THE SEPARATE ACCOUNT INVESTMENT OPTION AS OF JUNE 30, 2010**

Fund or Portfolio	Investment Option Inception Date <sup>1</sup>	1 Year	Annualized		
			3 Year	5 Year	Since Inception <sup>1</sup>
Fidelity VIP Asset Manager: Growth® Portfolio - Initial Class	01/02/98	1.78	-9.50	-2.21	0.00
Fidelity VIP Asset Manager <sup>SM</sup> Portfolio - Initial Class	01/02/98	1.49	-6.38	-0.77	1.20
Fidelity VIP Contrafund® Portfolio - Initial Class	01/02/98	2.64	-12.85	-2.22	3.37
Fidelity VIP Equity-Income Portfolio - Initial Class	01/02/98	1.58	-18.55	-5.67	-0.13
Fidelity VIP Growth Portfolio - Initial Class	01/02/98	2.67	-15.11	-4.92	-0.57
Fidelity VIP High Income Portfolio - Initial Class	01/02/98	6.47	-1.97	1.62	-0.27
Fidelity VIP Index 500 Portfolio - Initial Class	01/02/98	0.66	-14.92	-4.59	-0.66
Fidelity VIP Investment Grade Bond Portfolio - Initial Class	01/02/98	-0.98	1.34	1.12	3.53
Fidelity VIP Money Market Portfolio - Initial Class	01/02/98	-12.36	-3.32	-0.80	0.90
Fidelity VIP Overseas Portfolio - Initial Class	01/02/98	-6.85	-18.83	-3.06	0.00
MFS® VIT Core Equity Series - Initial Class	07/01/98	1.09	-14.33	-3.94	-1.19
MFS® VIT Growth Series - Initial Class	07/01/98	-0.40	-10.23	-1.11	-1.51
MFS® VIT Investors Trust Series - Initial Class	07/01/98	-2.04	-12.33	-2.88	-2.27
MFS® VIT Research Series - Initial Class	07/01/98	-0.34	-12.67	-3.24	-1.98
MFS® VIT Total Return Series - Initial Class	07/01/98	-3.13	-9.42	-2.58	1.66
MFS® VIT Utilities Series - Initial Class	07/01/98	-1.93	-11.28	3.00	4.75

<sup>1</sup> The "since inception" returns calculated for all Fidelity VIP and MFS® fund portfolios were calculated since January 1, 1998 and July 1, 1998, respectively. These fund portfolios may have been available for sale through this policy prior to this date, but all returns shown under this category will be calculated from the dates shown.

<sup>2</sup> The current 7-day yield more closely reflects the current earnings of the money market fund than does the total average annual return. Yields are historical and do not guarantee future performance. Yields do not reflect deduction of any charges.  
The Current Yield as of 06/30/2010: -0.57%

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Fund returns may have been achieved during favorable market conditions. There can be no assurance that the fund will continue to achieve a substantially similar performance as it previously experienced.

Higher potential return generally involves greater risk, and short-term volatility is not uncommon when investing in emerging markets. Risks for emerging markets include, for instance, risks relating to the relatively smaller size and lesser liquidity of these markets, high inflation rates and adverse political developments.

Higher potential return generally involves greater risk, and short-term volatility is not uncommon when investing in small and midsized companies. Risks for smaller companies include, for instance, business risks, significant stock price fluctuations and illiquidity.

Higher potential return generally involves greater risk, and short-term volatility is not uncommon when investing in a sector fund.

Investing in higher-yielding, lower-rated bonds has a greater risk of price fluctuation and loss of principal and income than U.S. government securities, such as U.S. Treasury bonds and bills. Treasuries are guaranteed by the government for repayment of principal and interest if held to maturity. Investors should carefully assess the risk associated with an investment in the fund.

Government securities offer a high degree of safety and are guaranteed as to the timely payment of principal and interest if held to maturity. Fund shares are not insured, and their value and yield will vary with market conditions.

Returns may be higher or lower than the performance stated due to recent stock market volatility.

**Past performance is no guarantee of future results. An investor's units may be worth more or less than the original amount invested when redeemed. An investment in the Fidelity VIP Money Market Portfolio- Initial Class is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the Fund seeks to preserve the value of your investment at \$1 per share, it is possible to lose money by investing in the Fund. International fund unit values and returns will fluctuate with market conditions, currencies and economic and political climates where investments are made.**

**FOR THIS AND OTHER INFORMATION ABOUT AMERICAN GENERAL LIFE INSURANCE COMPANY'S EQUIBUILDER III, PLEASE CONTACT YOUR REPRESENTATIVE OR GO ONLINE TO [www.americangeneral.com/life/life.nsf/contents/products/individuals\\_prospectuses\\_vul\\_notsold](http://www.americangeneral.com/life/life.nsf/contents/products/individuals_prospectuses_vul_notsold) FOR THE POLICY AND FUND PROSPECTUSES. BEFORE INVESTING OR SENDING MONEY, PLEASE READ BOTH THE POLICY AND UNDERLYING FUND PROSPECTUSES, CONSIDERING THE FUNDS' INVESTMENT OBJECTIVES, RISKS, CHARGES AND EXPENSES, CAREFULLY BEFORE INVESTING (AS THESE FACTORS WILL AFFECT FUTURE RETURNS).**

**American General**  
Life Companies

**AMERICAN GENERAL LIFE INSURANCE COMPANY**

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Variable universal life insurance policies issued by American General Life Insurance Company are distributed by American General Equity Services Corporation, member FINRA.

**Equibuilder III Variable Universal Life Insurance**

Policy Form Number T1735

The underwriting risks, financial and contractual obligations and support functions associated with products issued by American General Life Insurance Company (AGL) are its responsibility. AGL does not solicit business in the state of New York. Policies and riders not available in all states.

American General Life Companies, [www.americangeneral.com](http://www.americangeneral.com), is the marketing name for the insurance companies and affiliates comprising the domestic life operations of American International Group, Inc., including AGL.

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