Jackson Enhances Advisor Experience with Pitney Bowes EngageOne Video

STAMFORD, Conn., May 09, 2016 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products to power commerce, today announced that Jackson National Life Insurance Company (Jackson) has successfully enhanced advisor engagement using Pitney Bowes EngageOne Video. By incorporating interactive and personalized video in their sales and marketing, Jackson has created a compelling experience to promote the company's Elite Access variable annuity investment platform.

Jackson is a leading provider of retirement solutions for industry professionals and their clients. The company offers a diverse range of products geared toward the retirement investor, including variable, fixed and fixed index annuities. Much of Jackson's success is attributed to their commitment to providing investment advisors with the products, tools and resources to meet the evolving needs of their clients.

Jackson partnered with Pitney Bowes to create the personalized video sales presentation which promotes Jackson's Elite Access to advisors and to their individual clients via their advisor. The service also educates visitors on the features and benefits of Elite Access and feeds qualified leads to the Jackson representatives (in the case of advisor viewers) or to their advisor (in the case of client viewers).

"We have found view times for the new videos are off the charts, meaning we engage with our audience for a significant amount of time," said Andrew Zapotosky, director of digital marketing at Jackson. "Using the EngageOne Video, we connect with advisors to share information, promote our advantages and reinforce our brand value, as well as provide them with an interactive tool to educate their clients."

While Jackson does not market directly to investors, investment advisors can use the tools Jackson provides to communicate with clients and prospects. Real-time notifications provide these advisors with details on what each investor viewed and for how long – intelligence the advisors can then use to better serve their clients.

"Jackson has tapped into the flexibility and power of interactive video," said David Schwartz, Vice President of Software Solutions at Pitney Bowes. "They're primarily a B2B company, but they understand the social nature of digital technology. It's exciting to see how they are helping advisors engage their customers in such a smart, data-driven way."

About Pitney Bowes

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pitneybowes.com.

About Jackson

Jackson is a leading provider of retirement solutions for industry professionals and their clients. The company offers a diverse range of products including variable, fixed and fixed index annuities designed for tax-efficient accumulation and distribution of retirement income for retail customers, and fixed income products for institutional investors. Jackson subsidiaries and affiliates provide specialized asset management and retail brokerage services. Jackson prides itself on product innovation, sound corporate risk management practices and strategic technology initiatives. Focused on thought leadership and education, the company develops proprietary research, industry insights and financial representative training on retirement planning and alternative investment strategies. Jackson is also dedicated to corporate social responsibility and supports charities focused on helping children and seniors in the communities where its employees live and work. For more information, visit www.jackson.com.

A variable annuity is a long-term, tax-deferred investment designed for retirement, involves investment risks and may lose value. Earnings are taxable as ordinary income when distributed and may be subject to a 10% additional tax if withdrawn before age 59 ½.

The latest income date allowed is age 95, which is the required age to annuitize or to take a lump sum. Please see the

prospectus for important information regarding the annuitization of a contract.

The standard death benefit is equal to contract value on the date of the claim and does not include any additional guarantees.

Elite Access Fixed and Variable Annuity (VA650, VA660) is issued by Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and in New York (VA650NY, VA660NY) by Jackson National Life Insurance Company of New York (Home Office: Purchase, New York).

Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. May not be available in all states, and state variations may apply. This product has limitations and restrictions, including withdrawal charges and excess interest adjustments (interest rate adjustments in New York) where applicable. Jackson issues other variable annuities with similar features, benefits, limitations and charges. Discuss them with your representative or contact Jackson for more information.

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