



EQUI-VEST® structured investment option

an innovative investment option
that can help address the needs of today's investors

The Structured Investment Option (SIO) is an innovative, new investment option from AXA Equitable. It offers you the growth potential of equity markets, up to a specified limit, and some downside protection against market losses.

The SIO is an investment option within the EQUI-VEST® series of variable deferred annuities,¹ which are available through employer-sponsored retirement saving plans. The SIO may be able to help you reach your retirement savings goals by safeguarding a portion of your investment in your EQUI-VEST® account value during times of market volatility.

A variable deferred annuity is a long-term financial product that is designed for retirement purposes. In essence it is a contractual agreement in which payments are made to an insurance company, which agrees to pay an income stream or a lump-sum amount at a later date. Investments in a variable annuity are subject to market risk including loss of principal.

Upside Potential with Some Downside Protection

With the SIO you invest in one or more Segments. Each Segment provides a rate of return that is tied to the performance of the S&P 500 Price Return Index,² which excludes dividends. The stocks included in the S&P 500 Price Return Index are those of large, publicly held companies. This Index is one of the most widely followed indices of large-cap American stocks.

If the S&P 500 Price Return Index goes up over the course of a Segment's investment period, your value

in that Segment will earn the same rate of return as the Index, up to a specified maximum rate of return called the Performance Cap Rate. If the S&P 500 Price Return Index goes down over the course of a Segment's investment period, a -10% Segment Buffer protects your value in the Segment against the first 10% of losses for a Segment held until maturity. While the SIO offers protection from some downside risk, if the negative return for any Segment at maturity exceeds the -10% Segment Buffer, there is a risk of a substantial loss of your principal.

1 EQUI-VEST® is a variable deferred annuity that can be used to fund a tax-deferred retirement plan. Annuities used to fund these plans do not offer any extra tax benefits. If you are buying an EQUI-VEST® variable deferred annuity to fund a plan, you should do so for its features and benefits other than tax deferral.

There are contract limitations, fees, and charges associated with variable deferred annuities, which include, but are not limited to, mortality and expense risk charges, withdrawal charges, and administrative fees. For costs and complete details, contact your Financial Professional.

2 S&P®, Standard & Poor's®, S&P 500® and Standard & Poor's 500™ are trademarks of Standard & Poor's Financial Services, LLC, ("Standard & Poor's") and have been licensed for use by AXA Equitable. The Structured Investment Option is not sponsored, endorsed, sold, or promoted by Standard & Poor's and Standard & Poor's does not make any representation regarding the advisability of investing in the Structured Investment Option.

Variable Annuities: · Are Not a Deposit of Any Bank · Are Not FDIC Insured
· Are Not Insured by Any Federal Government Agency · Are Not Guaranteed
by Any Bank or Savings Association · May Go Down in Value

AXA Equitable Life Insurance Company (NY, NY)



AXA EQUITABLE

redefining / standards®

How the SIO Works

Investing in the SIO involves just a few basic steps.

- **You decide how much to allocate to a Segment.** Amounts designated for a Segment are initially placed in a Segment Holding Account until a Segment is established. Each Segment has a specific Segment Start Date and Segment Maturity Date.
- **Amounts in a Segment Holding Account are transferred into a Segment on the Segment Start Date.**³ AXA Equitable establishes a new Segment each month. The Performance Cap Rate for that Segment is set on its Segment Start Date and stays the same until its Segment Maturity Date.
- **The Segment reaches its Segment Maturity Date.** Generally, a Segment matures at the end of a one-year period. If that date is not a Segment Business Day,⁴ the Segment Maturity Date is the first Segment Business Day thereafter. A Segment's rate of return is applied on its Segment Maturity Date.
- **You decide how to reinvest your Segment Maturity Value.** Once a Segment matures, you can allocate all or part of your maturity value to a new Segment or other EQUI-VEST® investment options. You can make your reinvestment choice at any time. Your election will apply to all future Segments, until you elect otherwise. If you make no election, your Segment Maturity Value will be swept into the next available Segment.

What Else You Should Know About the SIO

- You can invest in Segments through payroll contributions, transfers of amounts you have in other EQUI-VEST® investment options, and/or rollovers and direct transfer contributions to your EQUI-VEST® account.
- Each Segment has a \$1,000 minimum investment requirement. If you have less than \$1,000 to invest in a Segment, your funds will remain in the Segment Holding Account until \$1,000 is accumulated. One way you can grow your Segment Holding Account balance to the minimum investment level is by allocating payroll contributions to the Segment. A daily charge is deducted from the Segment Holding Account. While this charge would not reduce the Segment rate of return, it would reduce the overall return in the contract/certificate.
- You cannot invest in a Segment with a Segment Maturity Date that is later than your EQUI-VEST® contract maturity date.
- You have the option of choosing a Performance Cap Rate—6%, 7%, 8%, or 9%—that a Segment must meet or exceed before your funds are transferred into that Segment. This is called the Performance Cap Threshold.
- You can have up to 12 Segments at one time.
- Withdrawals from Segments are permitted, subject to plan rules and only after your account value in all other EQUI-VEST® investment options have been exhausted. Any withdrawal taken from a Segment prior to maturity will be based on the Segment Interim Value and may be less than the amount invested and may be less than the amount which would be received had the Segment been held to maturity. The same applies to loans, if available, under your employer's plan.

³ Subject to conditions and limitations of the EQUI-VEST® contract and provided that requirements to start and participate in a new Segment are met. See the Structured Investment Option prospectus for a description of these requirements.

⁴ See the Structured Investment Option prospectus for more information on Segment Business Day.

- You can find a list of current and past Segment Start Dates, Segment Maturity Dates, and Performance Cap Rates online as follows:

EQUI-VEST® Series 201 – axa-equitable.com/equivest201sio

EQUI-VEST® StrategiesSM Series 900 – axa-equitable.com/equivest900sio

EQUI-VEST® StrategiesSM Series 901 – axa-equitable.com/equivest901sio

Important Terms

- Segment**—An investment option AXA Equitable establishes with a specific index, Segment Duration, Segment Buffer, Segment Maturity Date, and Performance Cap Rate. The Segment in the example below was established in August 2011.

Example			
Index	Segment Duration	Segment Buffer	Segment Maturity
S&P 500®	1 Year	-10%	August 14, 2012

- Segment Buffer**—The portion of any negative Index Performance Rate that AXA Equitable absorbs on a Segment Maturity Date. It helps protect your investment when the performance of the S&P 500 Price Return Index declines. Each Segment has a Segment Buffer of -10%. AXA Equitable will absorb up to the first 10% of loss. You will absorb any loss in excess of the Segment Buffer. Please note that this could mean a substantial loss of principal in certain cases.
- Segment Holding Account**—Your contribution or the money that you wish to transfer into a Segment will be held in this account until it is ready to be swept or transferred into the chosen Segment on the next available Segment Start Date if all participation requirements are met. The Segment Holding Account is part of the EQ/Money Market Variable Investment Option.
The amounts held in the Segment Holding Account may earn a return that is less than the return you might have earned if those amounts were held in another Variable Investment Option.
- Segment Start Date**—Is the date a Segment is scheduled to start and is generally the 15th of each month. On the Segment Start Date, all money in the Segment Holding Account as of the prior business day will be swept into a Segment if the Segment is available and all participation requirements are met.
- Performance Cap Rate**—Is the maximum potential “ceiling” or cap that you may get from index gains. This rate is locked in on the Segment Start Date. The Performance Cap Rate is a rate of return from the Segment Start Date to the Segment Maturity Date. (Please note that you are not investing directly in the S&P 500 Price Return Index. You will not know what the Performance Cap Rate is until the Segment Start Date.)

Your Segment Rate of Return may be limited by the Performance Cap Rate, which may be lower than performance you may otherwise have experienced if you invested in a mutual fund or exchange-traded fund designed to track the performance of the S&P 500 Price Return Index.

- **Performance Cap Threshold**—The minimum Performance Cap Rate that you determine to be acceptable in allowing sweeps from the Segment Holding Account into a Segment. This means that you can determine a minimum level of return that meets your investment needs. If your Performance Cap Threshold is not met (the Segment's Performance Cap Rate is lower than your Performance Cap Threshold), your money will not be swept into a Segment and will remain in the Segment Holding Account until the next available Segment for which your Performance Cap Threshold is met or until you provide other instructions. Setting a Performance Cap Threshold is not required.
- **Segment Maturity Date**—The date when a Segment ends, which is generally on the 14th of each month. On the Segment Maturity Date your maturity value—which is equal to your investment in the Segment, adjusted for withdrawals and charges, multiplied by your Segment Rate of Return (the S&P 500 Price Return Index performance adjusted by the Segment Buffer or Performance Cap Rate)—will be set to automatically roll over into the next available Segment. Alternatively, you may elect to have your maturity value allocated to the other investment options, according to your maturity instructions.
- **Segment Rate of Return**—Is equal to the S&P 500 Price Return Index rate of return up to the Performance Cap Rate, and subject to the -10% Segment Buffer. Note, too, that the Segment performance is measured from the Segment Start Date to the Segment Maturity Date.
- **S&P 500 Price Return Index**—Comprises 500 of the largest companies in leading industries of the U.S. economy. Larger, more established companies may not be able to attain potentially higher growth rates of smaller companies, especially during extended periods of economic expansion.

Important Considerations

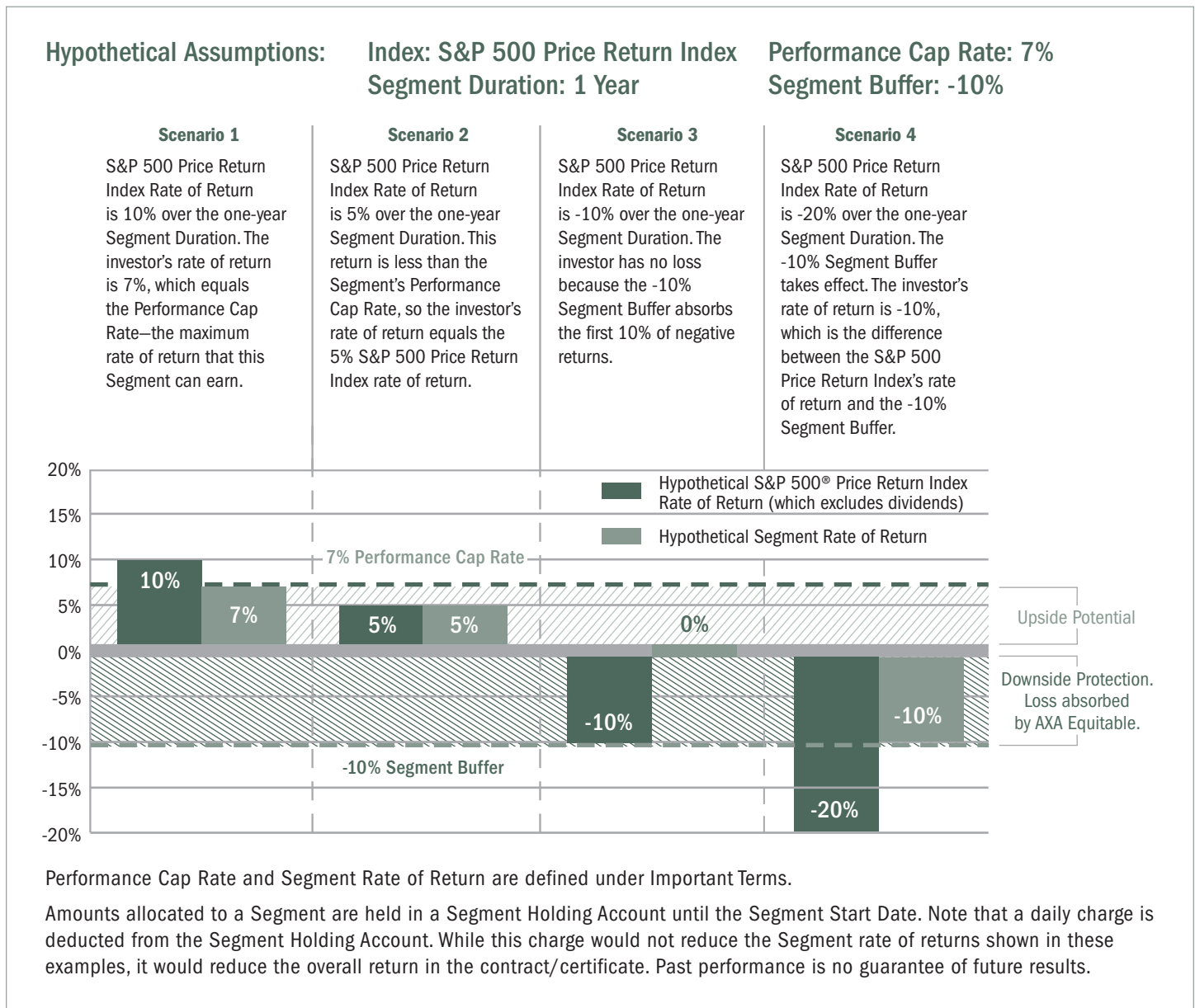
The Structured Investment Option provides a rate of return tied to the performance of the S&P 500 Price Return Index. The Structured Investment Option does not involve an investment in any underlying portfolio. Instead, it is an obligation of and subject to the claims-paying ability of AXA Equitable Life Insurance Company. The return of the Structured Investment Option may not be identical to the return of the S&P 500 Price Return Index. Your participation in any appreciation of the S&P 500 Price Return Index will not exceed the applicable Performance Cap Rate, which will be determined on the Segment Start Date. Individuals cannot invest directly in an index.

AXA Equitable may discontinue contributions to, and transfers among, investment options or make other changes in contribution and transfer requirements and limitations. Transfers are not allowed into or out of Segments. AXA Equitable may suspend or discontinue a new Segment at any time.



Hypothetical Examples of the SIO in Action

Following are four hypothetical examples, illustrating how your Segment Rate of Return would be calculated at maturity in both up and down markets. While there are wide swings in the S&P 500 Price Return Index in these scenarios, there can be significantly less volatility in the Segments due to the -10% Segment Buffer.



For More Information

See the product and Structured Investment Option prospectuses and contact your financial professional to learn more about the SIO.

The Structured Investment Option is not available in all states and EQUI-VEST® contracts. See the Structured Investment Option prospectus for more details.

This document must be preceded or accompanied by all applicable prospectuses and the program summary (for 401(a) plans only). The prospectuses and the program summary contain more detailed information about the contract/certificate, including investment objectives, risks, charges and expenses. Please read the prospectus and product brochure and consider this information carefully before investing.

EQUI-VEST® is a registered service mark and EQUI-VEST® StrategiesSM is a service mark of and both are issued by AXA Equitable Life Insurance Company, New York, NY.

EQUI-VEST® variable annuities are issued by AXA Equitable Life Insurance Company (NY, NY) and are co-distributed by affiliates AXA Advisors, LLC, and AXA Distributors, LLC. AXA Equitable, AXA Advisors, and AXA Distributors do not provide legal or tax advice.

All guarantees and payments are based on the claims-paying ability of AXA Equitable.

Contract form #s: 2004TSAGAC, 2004TSACERT-A/B, 2004EDCGAC, 2004EDCCERT-A/B, 2006BASE-I-A/B, 2006BASE-A/B, 2008EQVSA201, 2008EQV201, 2008EQVEDC201, 2008EQVBASE201-A, 2008TSAGAC901, 2008TSA901-A/B, 2009EDCGAC901, 2009EDC901-A/B, 2009401aGAC901, 2009401a901-A/B and any state variations.

Contract endorsement form #s: 2010SIO201-I/G, 2011SIO901-ENGAC, 2011SIO900-ENGAC and any state variations.

Certificate endorsement form #s: 2011SIO901A/B, 2011SIO900-A/B and any state variations.

© 2011 AXA Equitable Life Insurance Company. All rights reserved.

1290 Avenue of the Americas, New York, NY 10104, (212) 314-4600.

Visit us at www.axa-equitable.com

GE-60329 (5/11)

Cat. #147232 (5/11)

