# Momentum Plus℠

## Variable deferred annuity
## for the Ohio Alternative Retirement Program

I want to build
retirement savings /
**I want to control**
**my investments**

AXA EQUITABLE

redefining / standards®

# Important Considerations

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. Its account value can be invested in a variety of investment options, including stock and bond investment options. The value of the annuity varies with the investment performance of the underlying investment portfolios. A variable annuity is not meant for short-term investment goals.

There are contract limitations, fees, and charges associated with variable 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.

Momentum Plus℠ is a group variable deferred annuity that can be used to fund a 401(a) plan. Since 401(a) plans are tax deferred, annuities used to fund 401(a) plans do not offer any extra tax benefits. If you are buying a Momentum Plus℠ variable deferred annuity to fund a 401(a) plan, you should do so for its features and benefits other than tax deferral. You should consider how these features and benefits—and the Momentum Plus℠ annuity's costs and risks—compare to other options available through your employer's 401(a) plan.

*This brochure is not a complete description of all of the material provisions of the contract. This brochure must be preceded or accompanied by a Momentum Plus℠ prospectus and any applicable supplements. The prospectus contains more complete information, including investment objectives, risks, charges, and expenses. Please read the prospectus and consider this information carefully before investing. You have the right to cancel your Momentum Plus℠ variable deferred annuity purchase within 10 days (longer in some states) after you receive the contract.*

Please be advised that this document is not intended as legal or tax advice. Accordingly, any tax information provided in this document is not intended or written to be used, and cannot be used, by any taxpayer for the purpose of avoiding penalties that may be imposed on the taxpayer. The tax information was written to support the promotion or marketing of the transaction(s) or matter(s) addressed, and you should seek advice based on your particular circumstances from an independent tax advisor.

# retirement planning

AXA Equitable is proud to be an approved investment provider for the Ohio Alternative Retirement Program (ARP).

## Ohio State Law

Ohio provides an alternative retirement program to eligible academic and administrative employees of public institutions of higher education who are covered by the Public Employees Retirement System (PERS), School Employees Retirement System (SERS), or State Teachers Retirement System (STRS).

The ARP is a 401(a) defined contribution plan and can be offered by private vendors designated by the Ohio Department of Insurance. The plan allows eligible employers to offer annuity contracts as funding vehicles for employees participating in the plan. The amount you contribute to the 401(a) plan must be the same as if you were contributing to the corresponding public retirement system. The employer contribution varies by employer.

### Enrollment Reminder

To take advantage of the ARP and Momentum Plus℠, you must enroll within 120 days of your eligibility date.

## Retirement Planning

There are four basic reasons employees use the Ohio ARP:

**1. Tax Deferral**—The plan offers several tax advantages:

- Deferred federal taxes on pre-tax contributions and any earnings until the money is withdrawn or distributed, and
- Tax-deferred growth potential.

**2. Automatic Savings**—The plan is an easy way to save because of convenient, automatic payroll deductions.

**3. Personal Control**—You select and manage your investment choices from the numerous investment options available.

**4. Account Portability**—Your account goes with you if you leave employment with the state.

# work with market leaders

AXA Equitable Life Insurance Company is a leading provider of insurance and annuity products designed to help meet the financial needs of our clients through changing life situations. For more than a century, state-of-the-art financial products have been the hallmark of AXA Equitable. Innovative from the start, AXA Equitable continues to meet the evolving needs of the marketplace.

## AXA Equitable

### A Respected Leader in Financial Services

- Founded in 1859
- One of the largest life insurance and annuity companies in the nation, with over $559 billion in assets under management[1]
- Protects three million clients nationwide with life insurance and annuity products
- Serves nearly 17,000 school systems, colleges, universities, hospitals, municipalities, and 501(c)(3) nonprofit organizations across the country
- Provides services to many Fortune 100 corporations

### Strength and Stability

AXA Equitable has consistently earned high marks from the independent companies that rate insurance companies for their financial strength and stability. You can see AXA Equitable's current ratings by reviewing the attached ratings flyer or visiting **www.axa-equitable.com/ohioarp**.

1 AXA Equitable's assets under management are inclusive of assets under management held by an affiliate, AllianceBernstein L.P. AXA Equitable has sole responsibility for its annuity and life insurance obligations.

All financial data on pages 2, 3, and 4 are as of December 31, 2010, unless otherwise noted.

# The Global AXA Family

**AXA Financial**

AXA EQUITABLE AXA ADVISORS ALLIANCEBERNSTEIN Investments AXA Network

## AXA Financial / AXA Group

AXA Financial, Inc., is a premier U.S. organization in financial protection and wealth management through its family of strong, well-recognized companies, including AXA Equitable Life Insurance Company,[2] AXA Advisors, LLC, AllianceBernstein L.P., and AXA Network, LLC. It is a proud member of AXA, a French holding company for an international group of insurance and related financial services companies (the "AXA Group"). AXA Group is one of the world's largest financial services organizations and has 1.104 trillion Euros in assets under management.[3]

## AXA Advisors and the Retirement Benefits Group

Financial products and services for plan sponsors and their employees are delivered through AXA Advisors, LLC, and its specialized division, the Retirement Benefits Group (RBG). Together, AXA Advisors and the RBG provide wealth management services and financial education to help meet the retirement needs of those who build and serve our communities: educators and staff in our public schools, colleges, and universities; hospital and municipal workers; and employees of 501(c)(3) nonprofit organizations.

### A Focus on the People Who Build Our Communities

You can look to AXA Advisors and the RBG whenever you need information or support on retirement plan issues. Our dedicated team of thousands of insurance-licensed and securities-registered financial professionals serve thousands of school systems, universities, hospitals, municipalities, and 501(c)(3) nonprofit organizations nationwide.

You can expect personal attention every step of the way. Your local financial professional will provide you with the information, resources, services, and support you need to plan for your retirement years. In addition, your financial professional will work with you, one-on-one, to help you enroll, review your retirement savings strategies, and show you how to allocate your assets in accordance with your risk tolerance.

2 While AXA Equitable is part of the AXA Group, all annuity and life insurance obligations are backed solely by the claims-paying ability of AXA Equitable, the issuing company.

3 Figure is $1.482 trillion using 12/31/10 exchange rate of 1 Euro = $1.342. AXA is based in France, where the official currency is the Euro.

**You can expect the following services and more from your local AXA Advisors financial professional:**

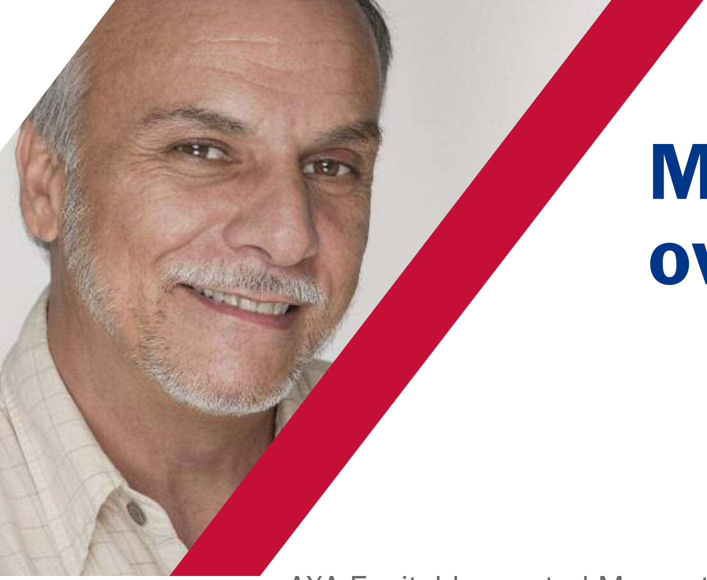
- One-on-one consultations to assist you in determining retirement planning strategies;
- Regular visits to your workplace or home, and annual reviews to help ensure that your financial strategies reflect your current situation and anticipated goals;
- Assistance not only with retirement planning, but also with products and services to help address other financial needs, including education funding, life insurance and risk protection, estate conservation, disability income insurance, and long-term care insurance; and
- Group meetings and educational workshops to assist you with retirement investing.

## AllianceBernstein L.P.

A leading global investment management firm with $478 billion in assets under management, AllianceBernstein L.P. provides investment advisory services for some of AXA Equitable's separate accounts and underlying portfolios. It provides investment management services for many of the largest U.S. public and private employee benefit plans, foundations, public employee retirement funds, pension funds, endowments, banks, insurance companies, and high-net-worth individuals worldwide. AllianceBernstein is also one of the largest mutual fund sponsors, with a diverse family of globally distributed mutual fund portfolios. Through Sanford C. Bernstein & Co., LLC, the firm also provides in-depth research, portfolio strategy, and trade execution to the institutional investment community.

## AXA Network, LLC

AXA Network, LLC, is an insurance agency offering life insurance, disability income insurance, long-term care insurance, and annuity products of many unaffiliated companies. AXA Network enables our financial professionals to diversify coverage among a variety of carriers, and offers objective, innovative, and price-competitive products for balanced financial strategies.



# Momentum Plus℠ overview

AXA Equitable created Momentum Plus℠, a group variable deferred annuity that funds retirement plans, to help employees prepare for tomorrow.

## Contributions

The amount that is contributed to the ARP is the same as if you were contributing to the corresponding public retirement system. You will contribute a percentage of your salary. Your employer will also contribute to the plan based on a percentage of your salary.

## Investment Options

Based on your retirement planning needs and risk tolerance, you can select from a wide range of investment options:

- **Asset Allocation Portfolios[1]—**Offer an easy, convenient way to attain the asset mix best suited to your goals, timeframe, and attitude toward risk. Invest according to your risk tolerance with choices ranging from conservative to aggressive.
- **Target Date Allocation Portfolios[1, 2]—**Provide another approach for a one-step investment strategy. You select a portfolio closest to your retirement year (your "target date"). The investment strategies for these portfolios adjust with you as you move through the phases of your life and become more conservative each year until approximately ten years after the target date at which time the asset allocation mix becomes relatively static.
- **Your Own Portfolio Mix—**Choose from among a wide variety of our variable investment options within specific asset classes.
- **Guaranteed Interest Option (GIO)[3]—**Offers a guaranteed rate of interest and a guarantee of principal.

*The value of variable investment options within annuities will fluctuate and are subject to market risk, including the possible loss of principal. Guarantees are based on the claims-paying ability of AXA Equitable Life Insurance Company and do not apply to the variable investment options.*

1 You will incur higher costs with these portfolios than if you were to invest directly in the underlying portfolios. However, not all of the underlying portfolios may be available as an investment option in your contract. An investor investing directly in the underlying portfolios would not receive the asset allocation and rebalancing services provided by AXA Equitable.

2 The Target Date Allocation Portfolios are not guaranteed at any time including the target date. Your account value may be less than your original account value at the target date.

3 Transfer restrictions apply. See page 6 and the prospectus for details.

# Features

With Momentum Plus℠, you will have access to several features designed to help you manage your investments.

## Transfers Among Investment Options

You can transfer from any available investment option to another at any time at no cost and with no tax consequences, subject to certain restrictions.[4] Transfers may be made online, by phone, or mail.

AXA Equitable currently allows you access to all investment options without transfer restrictions. You will receive 45 days advance notice from AXA Equitable if transfer restrictions are imposed. Other restrictions may apply to prevent disruptive transfer activity.

## Asset Rebalancing

Because rates of return vary among investment options, the percentage of your account value allocated to each of your investment choices may change over time. You can use this feature to automatically rebalance your assets back to your selected percentages quarterly, semiannually, or annually. You will receive a written confirmation each time your assets are rebalanced.

We offer two rebalancing methods so you may automatically reallocate your account value among:

- Variable investment options, or
- Variable investment options and the GIO.

Rebalancing doesn't assure you a profit or automatically protect you from loss, but it does ensure that over time your allocations will stay in line with the strategies you feel are best. Whatever rebalancing method you choose, you are free to stop, change, or switch the option at any time.

## Death Benefit for Your Family

In the event of your death, a death benefit may be paid, depending upon whether you have begun receiving payments.

- If you have not begun receiving any payments, then your beneficiaries will receive a death benefit. The death benefit is equal to your account value.
- If you have already begun receiving payments, then benefits to your beneficiary will vary and depend upon which payment option you selected.

Distributions to beneficiaries are taxable as ordinary income but are not subject to any early federal withdrawal penalties.

4 Transfers from the GIO will generally be restricted during the calendar quarter in which the transfer request is made and the preceding three calendar quarters to 25% of the amount in the GIO as of the end of the prior calendar year.

## Managing Your Account

As a participant, you can expect to receive confirmation statements for financial transactions and quarterly statements.

You will also be able to check on your account online or by phone:

- Call **(800) 551-2423** for local assistance.
- Visit **www.axa-equitable.com/ohioarp**
- Call **(800) 821-7777** (24-hour automated voice information line)
- Call **(800) 855-2880** if you have a Telecommunications Device for the Deaf (TDD). This will enable you to relay messages or questions to our Customer Service Department at (800) 551-2423, and AT&T personnel will communicate our reply back to you. This service is available 8:00 a.m.–7:00 p.m., Monday through Thursday, and 8:00 a.m.–5:00 p.m. on Friday.

**Personal attention from your local financial professional in Ohio**

Call your local financial professional at **(800) 551-2423** whenever you have questions about your employer's plan, your account, or want information about additional financial products and services.

Account access is subject to AXA Equitable's terms and conditions, which are subject to change.

## Fees and Charges

You will not incur any charges for administrative fees, withdrawals, or record keeping.

There are, however, fees and charges such as, but not limited to, mortality and expense risk charges and loan charges. In addition, there are fees and charges applicable at the underlying investment portfolio level.

For costs and more complete details of coverage, speak to your financial professional. In addition, the prospectus contains more complete information, including investment objectives, risks, charges, expenses, limitations and restrictions. Please read the prospectus and any applicable supplements, and consider this information carefully before purchasing a contract or allocating amounts to the contract.

# accessing your money

You will have several options for contract payouts, subject to the terms of your employer's plan and any applicable laws in Ohio. However, because this plan is intended for retirement, distributions before retirement (including withdrawals) are limited by federal law.

## Distribution Options

Distributions are generally not available prior to age 59½ unless there is a qualifying event: you terminate employment, have a financial hardship, are disabled, or in the event of your death. Amounts distributed are taxable as ordinary income and, if taken prior to age 59½, may incur a 10% federal income tax penalty. Other taxes may also apply. Consult your tax advisor if you have questions.

If a distribution is permitted, because of a qualifying event, for example, you have several options, such as:

- Unlimited partial withdrawals
- Lump sum
- Installments (fixed period or fixed amount)
- Life income options

Note that, under federal law, required minimum distributions must begin by April 1 of the year after you either attain age 70½ or sever employment with the sponsoring employer, whichever comes later.

### Loans

Loans, if permitted under your employer's plan, provide an alternate way to access your savings before retirement.

For more information about loans, including interest rates and borrowing limits, speak with your local financial professional.

"Looking for tax deferral, automatic savings, and control over your investments? I'd check out AXA Equitable's annuity for your employer's alternative retirement program if I were you. But what do I know? I'm just the 800lb gorilla in the room."

Momentum Plus℠ is a service mark of and is issued by AXA Equitable Life Insurance Company, New York, NY.

Momentum Plus℠ is distributed by AXA Advisors, LLC, New York, NY 10104, (212) 314-4600.

AXA Equitable and AXA Advisors are affiliated companies and do not provide legal or tax advice. Consult with your attorney and/or tax advisor regarding your individual circumstances.

Contract form #: 1048-98-GC-OH

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

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

Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. SGS-COC-003959
© 1996 Forest Stewardship Council
FSC

**Visit us at www.axa-equitable.com/ohioarp**

GE-60287 (2/11)

Cat.# 139029 (2/11)

AXA EQUITABLE

redefining / standards®