

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 10-Q

(Mark One)

X QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE
- - SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended June 30, 1999

OR

- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Commission file number 333-18053

PRUCO LIFE INSURANCE COMPANY
OF NEW JERSEY

(Exact name of Registrant as specified in its charter)

New Jersey

22-2426091

(State or other jurisdiction,
incorporation or organization)

(IRS Employer Identification No.)

213 Washington Street, Newark, New Jersey 07102

(Address of principal executive offices) (Zip Code)

(973) 802-5740

(Registrant's Telephone Number, including area code)

Indicate by check mark whether the Registrant(1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

YES X NO

Indicate the number of shares outstanding of each of the registrant's classes of common stock, as of August 13, 1999.
Common stock, par value of \$5 per share: 400,000 shares outstanding

PRUCO LIFE INSURANCE COMPANY OF NEW JERSEY

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June 30, 1999 and December 31, 1998

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Pruco Life Insurance Company of New Jersey

Statements of Financial Position (Unaudited)
June 30, 1999 and December 31, 1998 (In Thousands)

	June 30, 1999	December 31, 1998
	-----	-----
<S>	<C>	<C>
ASSETS		
Fixed maturities		
Available for sale, at fair value (amortized cost, 1999: \$565,653; 1998: \$617,758)	\$ 557,132	\$ 622,990
Held to maturity, at amortized cost (fair value, 1999: \$7,285)	7,470	-
Policy loans	142,703	139,443
Short-term investments	60,732	53,761
	-----	-----
Total investments	768,037	816,194
Cash	763	45
Deferred policy acquisition costs	122,880	113,923
Accrued investment income	11,752	12,209
Receivable from affiliate	13,211	-
Other assets	2,384	15,379
Separate Account assets	1,649,137	1,453,407
	-----	-----
TOTAL ASSETS	\$2,568,164	\$2,411,157
	=====	=====
LIABILITIES AND STOCKHOLDER'S EQUITY		
Liabilities		
Policyholders' account balances	\$ 413,254	\$ 414,546
Future policy benefits and other policyholder liabilities	93,566	89,832
Cash collateral for loaned securities	4,715	34,424
Securities sold under agreements to repurchase	14,162	27,210
Income taxes payable	26,231	25,325
Payable to affiliate	-	3,492
Other liabilities	21,698	19,489
Separate Account liabilities	1,646,026	1,450,986
	-----	-----
Total liabilities	2,219,652	2,065,304
	-----	-----
Contingencies (See Note 2)		
Stockholder's Equity		
Common stock, \$5 par value; 400,000 shares, authorized; issued and outstanding at June 30, 1999 and December 31, 1998	2,000	2,000
Paid-in-capital	125,000	125,000
Retained earnings	223,898	217,260
Accumulated other comprehensive income	(2,386)	1,593
	-----	-----
Total stockholder's equity	348,512	345,853
	-----	-----
TOTAL LIABILITIES AND		

STOCKHOLDER'S EQUITY

\$2,568,164

\$2,411,157

</TABLE>

See Notes to Financial Statements

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Pruco Life Insurance Company of New Jersey

Statements of Operations and Comprehensive Income (Unaudited)
 Three and Six Months Ended June 30, 1999 and 1998 (In Thousands)

<TABLE>

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	Six months ended June 30,		Three months ended June 30,	
	1999	1998	1999	1998
<S>	<C>	<C>	<C>	<C>
REVENUES				
Premiums	\$ 694	\$ 529	\$ 411	\$ 166
Policy charges and fee income	26,186	24,518	13,418	11,243
Net investment income	24,575	24,096	12,649	12,217
Realized investment (losses) gains, net	(2,139)	1,823	(1,792)	681
Asset management fee income	3,250	2,601	1,755	1,155
Other income	164	58	66	15
Total revenues	52,730	53,625	26,507	25,477
BENEFITS AND EXPENSES				
Policyholders' benefits	11,970	12,193	4,765	4,599
Interest credited to policyholders' account balances	8,925	9,691	4,645	4,369
General, administrative and other expenses	21,623	17,038	13,186	11,040
Total benefits and expenses	42,518	38,922	22,596	20,008
Income before income taxes	10,212	14,703	3,911	5,469
Income taxes	3,574	5,220	1,269	1,942
NET INCOME	\$ 6,638	\$ 9,483	\$ 2,642	\$ 3,527
Unrealized gains (losses) on securities, net of reclassification adjustment	(3,979)	82	(2,410)	1,705
COMPREHENSIVE INCOME	\$ 2,659	\$ 9,565	\$ 232	\$ 5,232

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See Notes to Financial Statements

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Pruco Life Insurance Company of New Jersey

Statements of Changes in Stockholder's Equity (Unaudited)
 Six Months Ended June 30, 1999 and the Year Ended December 31, 1998
 (In Thousands)

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	Common stock	Paid-in- capital	Retained earnings	Accumulated other comprehensive income	Total stockholder's equity
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Balance, December 31, 1997	\$2,000	\$125,000	\$185,437	\$2,956	\$315,393

Net income	-	-	31,823	-	31,823
Change in unrealized losses on securities, net of reclassification adjustment	-	-	-	(1,363)	(1,363)
Balance, December 31, 1998	\$2,000	\$125,000	\$217,260	\$1,593	\$345,853
Net income	-	-	6,638	-	6,638
Change in unrealized losses on securities, net of reclassification adjustment	-	-	-	(3,979)	(3,979)
Balance, June 30, 1999	\$2,000	\$125,000	\$223,898	\$ (2,386)	\$348,512

</TABLE>

See Notes to Financial Statements

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Pruco Life Insurance Company of New Jersey

Statements of Cash Flows (Unaudited)
Six Months Ended June 30, 1999 and 1998 (In Thousands)

	1999	1998
<S>	<C>	<C>
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net income	\$ 6,638	\$ 9,483
Adjustments to reconcile net income to net cash (used in) provided by operating activities:		
Policy charges and fee income	(4,411)	(3,692)
Interest credited to policyholders' account balances	8,925	9,691
Realized investment losses (gains), net	2,139	(1,823)
Amortization and other non-cash items	10,633	843
Change in:		
Future policy benefits and other policyholders' liabilities	3,734	2,350
Accrued investment income	457	269
Payable to / Receivable from affiliates, net	(16,703)	22,120
Separate Accounts	(690)	(93)
Policy loans	(3,260)	(6,970)
Deferred policy acquisition costs	(8,957)	(2,254)
Income taxes payable	906	(9,016)
Other, net	15,204	(4,649)
Cash Flows From Operating Activities	14,615	16,259
CASH FLOWS FROM INVESTING ACTIVITIES:		
Proceeds from the sale/maturity of:		
Fixed maturities:		
Available for sale	559,840	298,205
Payments for the purchase of:		
Fixed maturities:		
Available for sale	(510,634)	(305,188)
Held to maturity	(7,470)	-
Cash collateral for loaned securities, net	(29,709)	(7,861)
Securities sold under agreement to repurchase, net	(13,048)	-
Short-term investments, net	(6,964)	103
Cash Flows Used In Investing Activities	(7,985)	(14,741)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Policyholders' account balances:		
Deposits	113,275	175,341
Withdrawals	(119,187)	(175,958)
Cash Flows Used In Financing Activities	(5,912)	(617)
Net increase in Cash	718	901
Cash, beginning of year	45	3
CASH, END OF PERIOD	\$ 763	\$ 904

</TABLE>

See Notes to Financial Statements

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Pruco Life Insurance Company of New Jersey

Notes to Financial Statements (Unaudited)

1. BASIS OF PRESENTATION

The accompanying unaudited financial statements of Pruco Life Insurance Company of New Jersey ("the Company") have been prepared in accordance with the requirements of Form 10-Q and generally accepted accounting principles ("GAAP") for interim financial information. These statements should be read in conjunction with the financial statements and notes thereto for the year ended December 31, 1998 included in the Company's Annual Report on Form 10-K for that year.

The Company is a wholly owned subsidiary of Pruco Life Insurance Company ("Pruco Life"), a stock life insurance company organized in 1971 under the laws of the state of Arizona. Pruco Life, in turn, is a wholly owned subsidiary of The Prudential Insurance Company of America ("Prudential"), a mutual insurance company founded in 1875 under the laws of the state of New Jersey.

The accompanying financial statements have not been audited by independent accountants in accordance with generally accepted auditing standards, but in the opinion of management such financial statements include all adjustments, consisting only of normal recurring accruals necessary to summarize fairly the Company's financial position and results of operations. The results of operations for the six months ended June 30, 1999 may not be indicative of the results that may be expected for the year ending December 31, 1999.

Certain amounts in the prior years have been reclassified to conform to current year presentation.

2. CONTINGENCIES

Several actions have been brought against the Company on behalf of those persons who purchased life insurance policies based on complaints about sales practices engaged in by Prudential, the Company and agents appointed by Prudential and the Company. Prudential has agreed to indemnify the Company for any and all losses resulting from such litigation.

In the normal course of business, the Company is subject to various claims and assessments. Management believes the settlement of these matters would not have a material effect on the financial position or results of operations of the Company.

3. RELATED PARTY TRANSACTIONS

Prudential and the Company have an agreement with respect to administrative services for the Prudential Series Fund ("Series Fund"), the portfolio of mutual fund investments related to the Company's Separate Account products. Under this agreement, Prudential pays compensation to the Company in the amount equal to a portion of the gross investment advisory fees paid by the Series Fund. This is recorded as "Asset management fee income" in the Statements of Operations and Comprehensive Income.

Prudential and the Company operate under service and lease agreements whereby services of officers and employees, supplies, use of equipment and office space are provided by Prudential. During the first six months of 1999, Prudential reviewed and modified its methods for determining the level of administrative expenses charged to the Company. As a result, the level of such expenses has increased significantly over the 1998 levels.

4. RECENT ACCOUNTING PRONOUNCEMENTS

In June 1998, the Financial Accounting Standards Board issued Statement of Financial Accounting Standards No. 133, "Accounting for Derivatives and Hedging Activities". The new accounting treatment required by this statement will not affect the Company's liquidity or the ultimate economic gain or loss from its derivative positions. However, it may affect the way the Company recognizes changes in value of some of its derivatives and derivative-like contract features, and this could lead to more volatility in the Company's reported income statement results, especially on a quarterly basis.

Pruco Life Insurance Company of New Jersey

Notes to Financial Statements (Unaudited)

Under previous accounting standards, companies could defer recognizing changes in the value of derivatives used to hedge various risks if certain conditions were met. Under the new accounting standards, all derivatives must be reported at fair value each quarter, but if special hedge accounting requirements are met this change in fair value may be offset, entirely or partially, by also recognizing the corresponding change in value of the hedged item. Since the Company already marks most of its derivative positions to market each quarter, the Company does not expect this new treatment to materially increase its net income volatility assuming the Company continues its current derivative and hedging strategies.

While the Statement does not apply to most traditional insurance contracts, some contracts may contain features that can affect settlement amounts similarly to derivatives. For these contracts, the new standards call for separate accounting for the "host contract" and the "embedded derivative", leading to mark-to-market for the "embedded derivative" features that was not previously required. While the Company's economic results from these contracts are also unaffected, this accounting could lead to increased volatility in the quarterly income statement results it reports.

The Company has not yet completed its assessment of the impact of the statement, and its effect on the Company depends, among other things, on its derivative positions and hedging strategies after the date of adoption. The Company is required to adopt this statement no later than January 1, 2001.

Cautionary Note Regarding Forward-Looking Statements

Certain of the statements included in this document may constitute forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words such as "expects," "believes," "anticipates," "intends," "plans," "assumes," "estimates," "projects," or variations of such words are generally part of forward-looking statements. Forward-looking statements are made based on management's current expectations and beliefs concerning future developments and their potential effects upon the Company. There can be no assurance that future developments affecting the Company will be those anticipated by management. These forward looking statements are not a guarantee of future performance and involve risks and uncertainties, and there are certain important factors that could cause actual results to differ materially from estimates or expectations reflected in such forward-looking statements including, without limitation, changes in general economic conditions, including the performance of financial markets and interest rates; market acceptance of new products and distribution channels; competitive, regulatory or tax changes that affect the cost or demand for the Company's products; and adverse litigation results. While the Company reassesses material trends and uncertainties affecting its financial condition and results of operations, it does not intend to review or revise any particular forward-looking statement referenced in this document in light of future events. The information referred to above should be considered by readers when reviewing any forward-looking statements contained in this document.

Item 2. Management's Discussion and Analysis of Financial Condition and

Results of Operations.

The following analysis should be read in conjunction with the Notes to Financial Statements.

The Company markets individual life insurance, variable life insurance, variable annuities and fixed annuities through Prudential's sales force in New Jersey and New York.

The Company markets its products in the life insurance and annuity sectors of the insurance industry. These markets are subject to regulatory oversight with particular emphasis placed on company solvency and sales practices. These markets are also subject to increasing competitive pressures as the legal barriers which have historically segregated the markets of the financial services industry are being challenged through both legislative and judicial processes. Regulatory changes have opened the insurance industry to competition from other financial institutions, particularly banks and mutual

funds, that are positioned to deliver competing products through large, stable distribution channels.

Competition in the annuity industry particularly, is very intense. In the annuity marketplace, with respect to variable annuities, investment and product features as well as distribution capability are critical to the ability to compete. Demographic trends and the concerns over the viability of Social Security have resulted in the need to provide consumers with long term retirement alternatives. Given the strong growth within the retirement savings market, the level of competition has increased significantly not only from other insurance companies but from other financial intermediaries as well. Product sales and asset retention are a function of investment performance, product features, customer service, distribution capability and product pricing.

The Company held \$2.6 billion in assets at June 30, 1999 compared to \$2.4 billion at December 31, 1998, of which \$1.6 billion and \$1.5 billion were held in Separate Accounts in 1999 and 1998 respectively under variable life insurance policies and variable annuity contracts. The remaining assets consisted primarily of general account investments and deferred policy acquisition costs.

1. Results of Operations

For the six months ended June 30, 1999 and June 30, 1998

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Net income for the six months ended June 30, 1999 amounted to \$6.6 million, a decrease of \$2.9 million or 30.5% from \$9.5 million in the six months ended June 30, 1998.

Total insurance revenues, consisting of premiums and policy charges and fee income increased \$1.9 million from \$25.0 million for the six months ended June 30, 1998 to \$26.9 million for the six months ended June 30, 1999. This increase in insurance revenues is primarily attributable to increased fees generated from asset appreciation in the Separate Account. Appreciation in Separate Account asset values contributed to the growth in assets under management and consequently in policy charges and fees earned. For the Discovery Select Variable Annuity ("Discovery Select"), Separate Account assets under management increased by \$243.8 million to \$511.3 million as of June 30, 1999 from the June 30, 1998 level.

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The Company's net realized investment gains decreased \$3.9 million from \$1.8 million for the six months ended June 30, 1998 to a loss of \$2.1 million for the six months ended June 30, 1999. The decrease in net realized investment gains was primarily due to net sales of fixed maturities during a period of increasing interest rates. These sales were a result of strategic decision to reallocate money to short term investments.

Asset management fee income increased \$0.6 million from \$2.6 million for the six months ended June 30, 1998 to \$3.2 million for the six months ended June 30, 1999. Appreciation in the Separate Account products have generated an increase in asset management fee income from the Series Fund.

Interest credited to policyholders' account balances decreased by \$0.8 million from \$9.7 million for the six months ended June 30, 1998 to \$8.9 million for the six months ended June 30, 1999. This decrease is primarily attributable to a decline in crediting rates.

General, administrative, and other expenses increased \$4.6 million from \$17.0 million for the six months ended June 30, 1998 to \$21.6 million for the six months ended June 30, 1999. The primary reason for the higher level of expenses in 1999 is a change in Prudential's allocation methodology for expenses billed to the Company resulting in an increase in non-deferrable expenses.

For the three months ended June 30, 1999 and June 30, 1998

- - - - -

Net income for the three months ended June 30, 1999 amounted to \$2.6 million, a decrease of \$0.9 million or 25.7% from \$3.5 million in the six months ended June 30, 1998.

Total insurance revenues, consisting of premiums and policy charges and fee income increased \$2.4 million from \$11.4 million for the three months ended June 30, 1998 to \$13.8 million for the three months ended June 30, 1999. This increase in insurance revenues is primarily attributable to appreciation in Separate Account assets. Appreciation in Separate Account asset values was the primary contribution to the growth in assets under management and consequently

on fees earned.

The Company's net realized investment gains decreased \$2.5 million from \$0.7 million for the three months ended June 30, 1998 to a loss of \$1.8 million for the three months ended June 30, 1999. The decrease in net realized investment gains was primarily due to net sales of fixed maturities during a period of increasing interest rates. These sales were a result of strategic decision to reallocate money to short term investments.

Asset management fee income increased \$0.6 million from \$1.2 million for the three months ended June 30, 1998 to \$1.8 million for the three months ended June 30, 1999. Appreciation in the Separate Account products have generated an increase in asset management fee income from the Series Fund.

General, administrative, and other expenses increased \$2.2 million from \$11.0 million for the three months ended June 30, 1998 to \$13.2 million for the three months ended June 30, 1999. The primary reason for the higher level of expenses in the three months ended June 30, 1999 is a change in Prudential's allocation methodology for expenses billed to the Company resulting in an increase in non-deferrable expenses.

2. The Year 2000 Issue

Prudential has addressed the Year 2000 issue on an enterprise-wide basis; therefore, it is not possible to differentiate the Company's Year 2000 issue from that of Prudential. Refer to management's discussion of the Year 2000 issue in the December 31, 1998 Form 10-K for the steps taken by Prudential to mitigate the Year 2000 risks.

The Business application, Infrastructure and Business Partners components of Prudential's Year 2000 project are substantially complete. Although a small number of projects did not meet their targeted completion dates in the second quarter, Prudential expects all projects will be completed by September, 1999. Accordingly, these delays do not have a significant impact on the timing of the project as a whole.

Prudential believes that the Year 2000 project is substantially on schedule. Prudential is continuing to review and update their contingency plans until 2000 in an effort to reduce the level of uncertainty about the effect of the Year 2000 issue and further mitigate risk. Prudential believes that, with the completion of the Year 2000 program as scheduled, the possibility of significant interruptions of normal operations will be reduced.

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Prudential has investment securities that are both publicly traded and privately placed. Prudential is exposed to the risk that issuers of these investments will be adversely affected by Year 2000 issues. Prudential assesses the impact which Year 2000 issues may have on our investments as part of due diligence for proposed new investments as well as their ongoing review of current portfolio holdings. Any recommended actions with respect to particular investments consider the disclosed potential impact of Year 2000 on the issuer.

The Year 2000 costs allocated to the Company to date are not material to its operations and financial position. Moreover, the forecasted allocated Year 2000 costs are not expected to have a material impact on the Company's ability to meet its contractual commitments. The discussion of the Year 2000 issue herein, and in particular the Company's plans to remediate this issue and estimated costs thereof, are forward-looking in nature.

Item 3. Quantitative and Qualitative Disclosures About Market Risk

The Company's exposure to market risks and the way these risks are managed, are summarized in Item 7a of the 1998 Form 10K.

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PART II

Item 2. Changes in Securities and Use of Proceeds.

(d) Information required by Item 701(f) of Regulation S-K:

- (1) The original effective date of the Registration Statement of the Company on Form S-1 was declared effective on February 14, 1997 (Registration No. 333-18053). The registration statement continues to be effective through annual amendments, the most recent filed April 16, 1999 and declared effective April 30, 1999.
- (2) Offering commenced immediately upon effectiveness of the registration statement.
- (3) Not applicable.
- (4)
 - (i) The offering has not been terminated.
 - (ii) The managing underwriter of the offering is Prudential Investment Management Services LLC.
 - (iii) Market-Value Adjustment Annuity Contracts (also known as modified guaranteed annuity contracts).
 - (iv) Securities registered and sold for the account of the Company:

Amount registered*:	\$ 150,000,000
Aggregate price of the offering amount registered:	\$ 150,000,000
Amount sold*:	\$ 21,230,000
Aggregate offering price of amount sold to date:	\$ 21,230,000

* Securities not issued in predetermined units

No securities have been registered for the account of any selling security holder.
 - (v) Expenses associated with the issuance of the securities:

Underwriting discounts and commissions**	\$ 743,000
Other expenses**	\$ 485,000
Total	\$ 1,228,000

** Amounts are estimated and are paid to affiliated parties.
 - (vi) Net offering proceeds:

	\$ 20,002,000
--	---------------
 - (vii) Not applicable.
 - (viii) Not applicable.

Item 6. Exhibits and Reports on Form 8-K

(a) Exhibits

- 3(i)(a) The Articles of Incorporation (as amended through March 11, 1983) of Pruco Life Insurance Company of New Jersey are incorporated by reference to Post-effective Amendment No. 26 to the Registration Statement on Form S-6 of Pruco Life of New Jersey Variable Appreciable Account as filed April 28, 1997, Registration No. 2-89780.
- 3(i)(b) Amendment to the Articles of Incorporation dated February 12, 1998 is incorporated by reference to Post-Effective Amendment No. 12 to the Registration Statement on Form S-1, of Pruco Life of New Jersey Variable Contract Real Property Account as filed on April 16, 1999, Registration No. 33-20018.

PART II

- 3(ii)a By-Laws of Pruco Life Insurance Company of New Jersey (as amended through May 5, 1997) are incorporated by reference to Form 10-Q as filed by the Company on August 15, 1997.
- 3(ii)b Incorporated by reference to Form S-6, filed on August 13, 1999 on behalf of the Pruco Life Insurance Company of New Jersey Variable Appreciable account.

- 4 Market-Value Adjustment Annuity Contract is incorporated by reference to the Company's registration statement on Form S-1, Registration No. 333-18053, as filed November 17, 1995.
- 27 Financial Data Schedule is filed herewith in accordance with EDGAR instructions.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

PRUCO LIFE INSURANCE COMPANY OF NEW JERSEY
(Registrant)

Signature - -----	Title -----	Date -----
/s/ ESTHER H. MILNES ----- Esther H. Milnes	President and Director	August 13, 1999
/s/ DENNIS G. SULLIVAN ----- Dennis G. Sullivan	Principal Financial Officer and Chief Accounting Officer	August 13, 1999

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