

**FOR IMMEDIATE RELEASE:****Contact:**

Catherine Huggins

(513) 629-1156

[catherine.huggins@wslife.com](mailto:catherine.huggins@wslife.com)**Western & Southern Financial Group® Names New Vice President  
of Public Relations and Corporate Communications**

CINCINNATI — Jan. 09, 2007 — Western & Southern Financial Group® (W&SFG) announced the hiring of Michael J. Laatsch as its new vice president of public relations and corporate communications.

“Mike’s comprehensive experience in marketing and communications makes him a valuable addition to Western & Southern Financial Group’s leadership team,” said John F. Barrett, Chairman, President and CEO of W&SFG. “It is reassuring to have Mike’s leadership to ensure the continuity of our strategic communications.”

Laatsch has 25 years of marketing, communications and public relations experience. Before joining W&SFG, he was regional vice president of marketing and planning for Mercy Health Partners. Prior to that, he served as vice president of corporate marketing at ChoiceCare, a then Cincinnati-based managed care company, and was an account supervisor for Northlich.

Laatsch received a bachelor’s degree in communications from the University of Akron. He lives in Anderson Township with his wife and their two children.

## **About Western & Southern Financial Group®**

Western & Southern Financial Group (W&SFG) is a Cincinnati-based diversified family of financial services companies with assets owned and under management in excess of \$40 billion. A Fortune 500 company, W&SFG has received A.M. Best's highest rating of A++ Superior for financial strength, is one of the 10 highest rated life insurance groups in the world based on Standard & Poor's ratings, and is consistently recognized by Moody's and Fitch for financial strength and sound management. With a heritage dating to 1888, the group's affiliates include The Western and Southern Life Insurance Company, Western-Southern Life Assurance Company, Capital Analysts Incorporated,<sup>1,2</sup> Columbus Life Insurance Company, Eagle Realty Group LLC, Fort Washington Investment Advisors, Inc.,<sup>1</sup> Fort Washington Savings Company,<sup>3</sup> IFS Financial Services, Inc., Integrated Investment Services, Inc., Integrity Life Insurance Company, The Lafayette Life Insurance Company, National Integrity Life Insurance Company, Todd Investment Advisors, Inc.,<sup>1</sup> Touchstone Advisors, Inc.,<sup>1</sup> and Touchstone Securities, Inc.<sup>2</sup> For more information, visit [www.westernsouthern.com](http://www.westernsouthern.com). W&SFG is the title sponsor of the Western & Southern Financial Group Masters and Women's Open tennis tournaments.

*1 A registered investment advisor.*

*2 A registered broker-dealer and member NASD/SIPC.*

*3 Member FDIC.*

*Ratings refer to the financial strength of the insurance company and not to the safety, stability or performance of any investment product.*

###



**Michael J. Laatsch**  
**Vice President of Public Relations & Corporate Communications**  
**Western & Southern Financial Group®**