



400 EAST FOURTH STREET • P.O. BOX 5737 • CINCINNATI, OHIO 45201-5737 • WWW.COLUMBUSLIFE.COM

FOR IMMEDIATE RELEASE

CONTACT:

José D. Marques
Media Relations Manager
Western & Southern Financial Group
(513) 629-1448
jose.marques@wslife.com

Columbus Life Promotes Schenk to Vice President, Marketing Services

CINCINNATI – February 6, 2008 – Columbus Life Insurance Company (Columbus Life) has announced the promotion of Donna N. Schenk to the position of vice president, marketing services. In her new position, Schenk will add the direction of all marketing, communication and producer recognition functions to her current responsibilities for producer compensation, licensing and services, and systems.

Schenk joined Columbus Life in 1997 as director, finance and administration and was promoted to assistant vice president in 1999 and to vice president in 2000. Prior to joining Columbus Life, she served as a sales administration manager for Investors Guaranty Life.

Schenk received an undergraduate degree in Art History from Douglass Residential College, a branch of Rutgers University, and a Masters in Education from Columbia University.

Columbus Life is a member company of Western & Southern Financial Group[®], a Fortune 500 financial services company.

About Columbus Life Insurance Company

Columbus Life is a top-rated company providing life insurance and annuity products for clients in 49 states and the District of Columbia. With a heritage dating back to 1906, the company provides retirement, estate planning, and advanced business planning services to the affluent market through a nationwide network of independent producers and registered representatives. The company holds outstanding ratings from leading financial ratings agencies, including A.M. Best A++ for superior financial strength (highest of 16 ratings), Standard & Poor's AA+ for very strong financial security characteristics (second highest of 21 ratings), a Comdex ranking of 97 and their [Fitch is AA+, second highest of 21](#). Columbus Life is a member of Western & Southern Financial Group.

About Western & Southern Financial Group

Western & Southern Financial Group (Western & Southern) is a Cincinnati-based diversified family of financial services companies with assets owned and under management in excess of \$47 billion. A Fortune 500 company, Western & Southern 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 and Poor's ratings, and is consistently recognized by Moody's and Fitch for financial strength and sound management. Its heritage dates back to 1888 with the founding of Western & Southern Life Insurance Company.

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

#