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**FOR IMMEDIATE RELEASE**

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## **Columbus Life Promotes Wood to Senior Vice President and Chief Marketing Officer**

CINCINNATI – February 6, 2008 – Columbus Life Insurance Company (Columbus Life) has announced the promotion of Charles W. (Charlie) Wood, Jr. to the position of senior vice president and chief marketing officer. In his new position, Wood will continue to be responsible for developing and executing distribution strategies for Columbus Life.

Wood joined Columbus Life in 1998 as vice president, marketing support and was promoted to vice president, sales and marketing in 1999. Prior to joining the company, he had worked in the life insurance industry for 27 years, including other Sr.VP–CMO and Regional Vice President roles.

Wood received an undergraduate degree in marketing from Southern Arkansas University and a MBA in insurance from North Texas State University. He has also obtained the CLU, ChFC and LLIF designations.

Columbus Life is a member company of Western & Southern Financial Group<sup>®</sup>, a Fortune 500 financial services company.

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**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), and a Comdex ranking of 97. 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.*

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