



Lafayette Life
Insurance Company

A member of Western & Southern Financial Group®

The Lafayette Life Insurance Company
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FOR IMMEDIATE RELEASE

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**New President & Chief Executive Officer Named at
The Lafayette Life Insurance Company**

-- Jerry B. Stillwell Takes the Helm as Lafayette Continues 100+ Years of Success --

LAFAYETTE, Ind. – Feb. 13, 2008 – John F. Barrett, chairman of Western & Southern Financial Group and The Lafayette Life Insurance Company’s (Lafayette Life) board of directors, announced today that Jerry B. Stillwell has been named president and chief executive officer. He will begin his responsibilities immediately due to the retirement of Lawrence L. Grypp. Previously, Mr. Stillwell served as Lafayette Life’s senior vice president and chief marketing officer.

According to Mr. Barrett, Jerry Stillwell’s depth of financial services experience, unique understanding of Lafayette Life’s customers and commitment to the community were instrumental in the decision to promote him to the top executive position.

“Since Lafayette Life joined the Western & Southern Financial Group family in 2005, we have been deeply impressed by Jerry’s leadership abilities and his contributions to this company’s ongoing success. We believe he is the right person to take Lafayette Life to the next level as it continues to grow in the life insurance business and provide outstanding service to its agent sales force,” stated Mr. Barrett.

Mr. Stillwell originally joined Western & Southern Financial Group in 1996 as vice president of sales within another subsidiary, the Columbus Life Insurance Company. He left to assume the role of chief marketing officer at The Lafayette Life Insurance Company in 1997. Prior to joining Columbus Life, Mr. Stillwell was vice president of sales for Ameritas. He brings 37 years of insurance experience to his new role at Lafayette Life.

Mr. Stillwell is a Chartered Life Underwriter, Chartered Financial Consultant, Life Underwriter Training Council Fellow, Registered Health Underwriter, and a LIMRA Leadership Institute Fellow. He has served on the board of directors of LIMRA International and currently is a member of LIMRA’s “Strategic Marketing Issues Committee.”

Active in the community, Mr. Stillwell currently serves on the board of directors of the Bach Chorale and he is a director of The Lafayette Life Foundation. The Foundation was created with funding from Western & Southern Financial Group as part of the merger to continue Lafayette Life’s tradition as a major contributor to the welfare of the Greater Lafayette community.

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About The Lafayette Life Insurance Company

The Lafayette Life Insurance Company provides life insurance and annuity products to individuals and small businesses through multiple distribution channels. The individual product portfolio includes whole life, senior age whole life, term life, universal life, immediate annuities, and indexed universal life and annuities. Lafayette Life serves small to medium-sized businesses by offering qualified plan products and administrative services, as well as group life and ancillary products. Lafayette Life is licensed in 48 states and the District of Columbia. Lafayette 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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