

FOR IMMEDIATE RELEASE

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Michael Wytiaz Promoted to Senior Vice President, Broker-Dealer *Industry Veteran Charged with Expanding Variable Annuity Distribution*

CINCINNATI — Feb. 24, 2010 — Michael S. Wytiaz, CFP[®], has been promoted to senior vice president, broker-dealer distribution channel within W&S Financial Group Distributors, Inc.

In his new role, Wytiaz leads all business development and sales activities through third-party broker-dealer firms. Managing the day-to-day operations of the channel, he reports directly to Mark E. Caner, president, W&S Financial Group Distributors.

“Mike has proven to be a strong and innovative leader in the broker-dealer distribution arena,” said Caner. “Expanding our presence in the variable annuity marketplace is a priority and Mike brings a record of performance in that regard. His leadership will be key to the disciplined execution of our growth strategies.”

Wytiaz joined W&S Financial Group Distributors in 2008 as the vice president of wholesaler development with more than 20 years of experience in financial services, including 16 years in management and wholesaling.

He previously served as divisional sales vice president and regional wholesaler in the bank channel for Nationwide Financial. Additionally, he held wholesaler development, sales leadership and sales vice president roles with several leading financial service firms, including Lincoln Financial Distributors, Credit Union Association, The Acacia Financial Group and John Hancock Financial Services.

A CERTIFIED FINANCIAL PLANNER[™], Wytiaz has consistently attained Million Dollar Round Table status. He holds FINRA Series 6, 7, 24, 26 and 63 registrations and is life, health and variable insurance licensed in Florida. He earned a bachelor’s degree in business administration from Robert Morris University.

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About W&S Financial Group Distributors, Inc.

To address the challenges associated with the accumulation, distribution and preservation of retirement wealth, W&S Financial Group Distributors (www.WSFinancialPartners.com) works with a national network of broker-dealers, financial advisors, independent agents and financial institutions to provide consultative risk management financial solutions.

About Western & Southern Financial Group

Western & Southern Financial Group (Western & Southern) is a Cincinnati-based diversified family of financial services companies with assets owned, managed and under our care in excess of \$44 billion as of Dec. 31, 2009. A Fortune 500 company, Western & Southern has received Standard & Poor's AA+ Very Strong rating (one of the nine strongest life insurance groups in the world), A.M. Best's A+ Superior rating, Fitch's AA Very Strong rating and Moody's Aa3 Excellent rating, all with a Stable outlook. 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;^{1,2} Columbus Life Insurance Company; Eagle Realty Group, LLC; Fort Washington Investment Advisors, Inc.;¹ Fort Washington Savings Company;³ IFS Financial Services, Inc.; Integrity Life Insurance Company; The Lafayette Life Insurance Company; National Integrity Life Insurance Company; **Touchstone Advisors, Inc.**;¹ Touchstone Securities, Inc.;² and W&S Financial Group Distributors, Inc. For more information, visit www.westernsouthern.com. Western & Southern 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 FINRA/SIPC.

³ Member FDIC.

Ratings refer to the claims-paying ability of the insurance company and not to the safety, stability or performance of any investment product. Ratings, current as of February 1, 2010 are subject to change.

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims-paying ability of the insurer. Investment return and principal value of an investment in a variable annuity will fluctuate, so units, when redeemed, may be worth more or less than their original cost.

Variable annuities are issued by Integrity Life Insurance Company, Cincinnati, OH and National Integrity Life Insurance Company, Goshen, NY and distributed by **Touchstone Securities, Inc.**,* Cincinnati, OH. All are members of Western & Southern Financial Group. Integrity operates in all states except ME, NH, NY and VT, where National Integrity operates.

An investor should carefully consider the investment objectives, risks, charges and expenses of the investment found in the product and fund prospectuses. For prospectuses containing complete information, visit WSFinancialPartners.com. Please read the prospectuses carefully before investing or sending money.

* A registered broker-dealer and member FINRA/SIPC.

No bank guarantee	Not a deposit	May lose value
Not FDIC/NCUA insured	Not insured by any federal government agency	

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