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Western & Southern Life's New Orleans Office Earns Highest Honor for Second Consecutive Year

CINCINNATI — Feb. 28, 2008 — Western & Southern Life has announced that its New Orleans district office has won the 2007 President's Trophy for the second consecutive year. The trophy is a prestigious honor that recognizes sales and service excellence. Districts are rated monthly in a number of categories, most of which relate to life insurance sales and service results.

Western & Southern's New Orleans office is led by district sales manager Earl Owens, LUTCF, and includes sales managers Mauricio Sevilla and Timothy Crowley, as well as sales representatives Dean Armand; Kim Bailey; Geroy Brimmer; Latrecia Broussard; John Chaisson; Chris Dantin, LUCF; Louis DiRosa, Jr.; Marlon Dominique, Jr.; Joseph Espot, LUTCF; Jerry Froeba, CLU, LUTCF; Carroll Lightell; Andrew Madere; Shawn Madere; Manuel Miranda, Jr.; Curry Royal, LUTCF; Jose Saenz; and Donald "Bubba" Villarrubia, Jr., LUTCF. Retirees include Early Duhe, Ronald Falgoust, Bruce Dantin, Reie Davidson, and Ronald Besson. Administrative staff includes Rae Ann Desselle, Elise Duet and Lynda Hebert.

The district attributes its current success to a renewed focus on the fundamentals of prospecting, sales and service it experienced in 2006 when Hurricane Katrina ravaged America's Gulf Coast. Owens had to locate his scattered sales team and clients after the devastation and work hard to keep policies in force and generate leads. The result was an effort that reinforced the value of life insurance for clients, increased referrals, and produced success that demonstrated to the New Orleans sales team what it was capable of accomplishing.

In 2007 the district picked up momentum after the 2006 win was announced. "We had good retention, so that meant we had the same good people in the office doing the same good things," said Owens. "They also continued to use the same approach that had served them so well after Hurricane Katrina. We have gotten into the habit of getting in front of people more, in addition to using the phone."

"I am very pleased that the New Orleans office has continued its momentum from 2006 to win the President's Trophy again," said Bryan C. Dunn, CLU, ChFC, president of W&S Agency Group. "The extraordinary effort the team members gave to rebuild their office has proved to be a sturdy foundation as they consistently work to be innovative in their daily activities and to provide outstanding customer service to current and potential clients."

The district celebrated its second consecutive winning year at a gala reception and banquet at the Ritz-Carlton New Orleans on Canal Street. John F. Barrett, chairman, president and chief executive officer for Western & Southern, and Dunn presented the trophy along with other company executives.

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About The Western and Southern Life Insurance Company

The Western and Southern Life Insurance Company, and its wholly owned subsidiary Western-Southern Life Assurance Company, both members of Western & Southern Financial Group, offer life insurance, interest-sensitive life insurance, fixed annuities, retirement strategies and personalized needs analysis for individuals, families and businesses in the middle-income market. They have 181 field offices nationwide, plus WSLife.com and Client Relationship Center. Both companies are licensed in 43 states and the District of Columbia.

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 \$47 billion. A Fortune 500 company, Western & Southern has received A.M. Best's highest rating of A++ Superior for financial strength, Standard & Poor's AA+ rating (one of the 10 highest rated life insurance groups in the world) 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,^{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, Todd Investment Advisors, Inc.,¹ Touchstone Advisors, Inc.,¹ and Touchstone Securities, Inc.² 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.

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