

FOR IMMEDIATE RELEASE

Contact:

José Marques
Media Relations Manager
(513) 629-1448
jose.marques@wslife.com

Western & Southern Life's Northern California District Office Wins President's Trophy

CINCINNATI — March 1, 2010 — The Northern California district office of The Western and Southern Life Insurance Company (Western & Southern Life), a member of Western & Southern Financial Group, has received the company's highest annual honor, the President's Trophy.

The prestigious award from Western & Southern Life recognizes outstanding performance and operation by a district office in both sales and client service.

Bryan C. Dunn, CLU, ChFC, president of Western & Southern Life's Agency Group, complimented the Northern California district for its long-standing record of strong performance results. "This recognition affirms the outstanding results that the Northern California district office has produced, but it also recognizes their associates' collectively strong roles in providing financial stability for families."

The Northern California district office is comprised of four branch offices spanning two states with locations in Sacramento, Stockton and Oakland, Calif.; and St. Paul, Minn.

District sales manager of the Western & Southern Life Northern California district sales office, William H. Clark, LUTCF, CLF, explained that the company's sales districts are rated monthly in a number of categories, most of which relate to life insurance sales results. "I speak for our entire team when I say that we are honored by this recognition. We work proactively year-round to support our clients with their financial and insurance needs. Equally important though is our heartfelt commitment to serve our neighbors as key community partners."

John F. Barrett, chairman, president and chief executive officer for Western & Southern Financial Group, and Dunn presented the President's Trophy to the Northern California district office team members at a dinner and awards ceremony at the Fairmont Hotel San Francisco on Friday, Feb. 26.

Sales managers recognized at the ceremony included Thomas Her; Eugene Gardner; Durendra Kumar; Federico Roceli, LUTCF; Julius Suero; Roger Soung; and Lo John Yang.

— MORE —

Sales representatives from the Northern California district office of Western & Southern Life who were recognized as part of the President's Trophy included Cesareo Albano; Vanphone Anlavan; Glorina Azares; Saeed Bagheri; Maryam Bahrami; Armando Cervantes; Keng Ger Cha; Chava Chang; Brandee Duran, LUTCF; Marcus Edwards; Henry Her; Maly Jong; Tommy Lee; Xer Lor; Liaqat Masih; Marta Moreno; Shue Moua; Tia Moua; Tou Moua; Pao Mouavangsou; Emmanuel Navarro; Ray Nunnery; Roshini Patel; Shahram Sefidpour; Shirley Sime; Jim Soung; Keng Soung; Wangbee Soung; Youa Soung; (Locheng) Norm Thao; Sai Thao; Seng Thao; Tereso Ugalino; Kao Vue; Chia Toua Yang; Lue Yang; Pete X. Yang; Teal Yang; and Tou Yang.

Clerical associates for the offices include Amber Gowen-Ripp; Mary Cha; Theresa Chambers; Vida Patterson; and Sofia Ringor.

Western & Southern has been awarding the President's Trophy to its top-performing district office for more than 50 years.

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 the Client Relationship Center. Both companies are licensed in 43 states and the District of Columbia. For free financial tools, career opportunities and product information, see WSLife.com.

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

###