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Herbert R. Brown Joins Western & Southern's Board of Directors

CINCINNATI – (March 14, 2008) – Western & Southern Financial Group (Western & Southern) announced today that Herbert R. Brown has joined the financial services organization as a member of Western and Southern Mutual Holding Company's board of directors. Mr. Brown formerly was senior vice president of public relations and corporate communications for Western & Southern. In addition, Mr. Brown served as a board member of the Federal Reserve Bank – Cincinnati.

Mr. Brown was actively involved in Western & Southern's development of Brackett Village in Over-The-Rhine and its ongoing commitment to Hoffman Elementary School and Withrow University High School.

According to John F. Barrett, chairman of Western & Southern's board of directors, Mr. Brown will bring unique insights into the financial services industry, proven counsel on difficult issues, and a depth of business experience to his role as board member.

"For many years, Herb was a valuable member of Western & Southern's senior executive team. In addition, he is extremely well known in the community, the state, and throughout the country for his civic contributions. We are honored to have Herb join our board. He truly represents the core ideals that have led to Western & Southern's success for the past 120 years," said Mr. Barrett.

Mr. Brown serves as president of Cincinnati's "Community Police Partnering Center" and is a board member of the Boy Scouts of America. In 2003, the Greater Cincinnati United Way's African-American Leadership Initiative was named "*The Herbert R. Brown Society*." Mr. Brown has been a volunteer for the United Way of Greater Cincinnati for more than 30 years.

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From 1978 to 1987, Mr. Brown was an elected member of the Cincinnati Board of Education. He served as its president. Mr. Brown also served as president of the Ohio and National Caucus of Black School Board Members. Presently, Mr. Brown also serves on the following boards of directors: the Good Samaritan Hospital Foundation; Family Service; and FamiliesForward.

Mr. Brown has received numerous honors and recognitions. In 2004, he was presented the prestigious "*Paul M. Lund Public Service Award*" by the national Public Relations Society of America. He also was the recipient of an Honorary Doctorate degree from Cincinnati State Technical and Community College. Mr. Brown received the "*Lions Award*" from the Cincinnati Urban League; the "*Theodore Berry Award*" from the National Association for the Advancement of Colored People; and the "*Silver Beaver Award*" from the Boy Scouts of America. Mr. Brown was named "Who's Who Among Black Americans."

Mr. Brown grew up in Warren, Ohio, and is now a resident of Cincinnati. He has three adult children and is married to Marcia Brown.

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 \$48 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.

¹ A registered investment advisor.

² A registered broker-dealer and member NASD/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.