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Integrity Annuities Equipped to Help Manage Retirement Risks

Expanded Variable Annuity Lineup Features Enhanced GLWB Rider, New Fund Options

CINCINNATI — March 20, 2008 — Integrity Life Insurance Company (Integrity) today introduced an enhanced living benefit and new alternative and fixed income investment options to its lineup of risk management financial solutions. The increased offerings are available within three products, AnnuiChoice[®], PINNACLE and AdvantEdge, a new L-share type flexible premium variable annuity.

Investors can secure regular income for life — even in adverse financial markets — with **Guaranteed Lifetime Income Advantage**, a guaranteed lifetime withdrawal benefit (GLWB) with a spousal option. Available for an additional charge, the optional benefit provides control in accumulation and distribution. Guaranteed withdrawals are based on a lifetime payout amount and are limited to contract contributions made under the rider. Opportunities to lock-in gains and earn age-banded bonuses to the withdrawal benefit amount enhance the long-term growth potential of **Guaranteed Lifetime Income Advantage**.

Investment flexibility within Integrity variable annuities has been heightened with select investment options from Rydex Variable Trust and PIMCO Variable Insurance Trust. Investors can seek exposure to emerging markets, commodities and real estate for broader diversification or select fixed income options that offer potential balance to more volatile equity options. As diversification strategies beyond traditional asset classes gain increased recognition, the new options provide opportunities to invest in professionally managed fund options typically unavailable in variable annuities.

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“Since 1966, Integrity has worked to meet the diverse needs of our customers as they plan for and live in retirement,” said Jill T. McGruder, president and chief executive officer. “**Guaranteed Lifetime Income Advantage** and the new alternative and fixed income investment options can protect their hard-earned retirement assets against market downturns while maintaining a wide range of investment choices to potentially grow investor nest eggs.”

Guarantees backed by highly rated financial strength. *AdvantEdge*, *AnnuiChoice* and PINNACLE are flexible premium variable annuities issued by Integrity Life Insurance Company and distributed by **Touchstone Securities, Inc.**², both of Cincinnati, Ohio and members of Western & Southern Financial Group®. Product guarantees are backed by the full financial strength of Integrity, which holds the following ratings:

- A.M. Best A++ Superior for financial strength, operating performance and market profile (highest of 16 ratings, held since June 2005).
- Standard & Poor’s AA+ for Very Strong financial security characteristics (second highest of 21 ratings, held since August 2005).
- Fitch AA+ for Very Strong insurer financial strength (second highest of 21 ratings, held since September 2002).

Ratings refer to the claims-paying ability of the insurer and are an opinion of its financial capacity to meet the obligations of its contracts. Ratings, determined by independent insurance rating firms, neither refer to the performance or safety of the product nor imply approval of it or its investment options. Ratings, as of 1/31/08, are subject to change.

About Integrity

Integrity Life Insurance Company, Cincinnati, Ohio, and its wholly owned subsidiary, National Integrity Life Insurance Company, Goshen, New York, are members of Western & Southern Financial Group. Founded in 1966, Integrity operates in all states except Maine, New Hampshire, New York and Vermont, where National Integrity Life Insurance Company, founded in 1968, has operating authority. The companies develop and market innovative annuity-based solutions for individuals with long-term retirement accumulation and distribution needs. Distribution is through broker-dealers, financial advisors, independent agents and financial institutions.

About Western & Southern Financial Group

Western & Southern Financial Group (Western & Southern) is a Cincinnati-based diversified family of financial services companies with assets owned, under management 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.

- 1 A registered investment advisor.
- 2 A registered broker-dealer and member FINRA/SIPC.
- 3 Member FDIC.

Guarantees are based on the claims-paying ability of the insurer. Product and feature availability, as well as benefit provisions, vary by state. For use with contract series INT96 REV, INT96 FRL, INT95, INT 05-04-I, INT 05-06-I, INT 05-07-I, INT 07-04, INT 07-07, INT-12 0707, and rider series IR.19 0801, IR.19 0801 SP, IR.20 0801, and IR.20 0801 SP.

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

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Integrity products are backed by the full financial strength of Integrity Life Insurance Company. 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.

An investor should carefully consider the investment objectives, risks, charges and expenses of the investment found in the prospectus. For product and fund prospectuses detailing investment objectives, risks, charges and expenses, call 800.325.8583. Please read prospectuses carefully before recommending.