

**FOR IMMEDIATE RELEASE**

**Contact:**

Diane E. Planck  
Senior Media Relations Specialist  
Western & Southern Financial Group  
(513) 629-1511  
[diane.planck@westernsouthern.com](mailto:diane.planck@westernsouthern.com)

## **W&S Financial Group Distributors Enhances LIVEinRetirement.com Resource Center**

***Launch in conjunction with April 12-15, 2010 National Retirement Planning Week®.  
Web-based tools help financial professionals prepare clients to address retirement risks***

CINCINNATI – March 24, 2010 – To mark the upcoming National Retirement Planning Week®, W&S Financial Group Distributors, Inc., a member of Western & Southern Financial Group (Western & Southern), announced today the enhancement of its LIVE in Retirement Web site ([www.liveinretirement.com](http://www.liveinretirement.com)) to better aid financial professionals in providing streamlined and comprehensive retirement planning solutions to clients.

Taking place from April 12-15, National Retirement Planning Week® is sponsored by the Insured Retirement Institute (IRI). IRI's planned outreach throughout the week will raise public awareness of the need to comprehensively plan for retirement. Western & Southern is an IRI member.

The LIVE Retirement Risk Profile system is an interactive tool that provides individuals with details of the potential impact Longevity, Inflation, Volatility and Event (LIVE) risks pose to a comfortable and worry-free retirement. The concept, innovative in its comprehensive, content-rich presentation, is designed to generate an industry-standard retirement analysis for individual clients.

“The LIVE Retirement Risk Profile tool equips financial professionals to provide a higher level of support to clients, which, in turn, enables clients to better understand their personal financial retirement picture,” said Mark E. Caner, president of W&S Financial Group Distributors. “The complete LIVE Retirement Risk Profile system advances the goal of W&S Financial Group Distributors: to offer clients consultative, innovative, user-friendly services as they prepare for, live in, and manage risk during retirement.”

— MORE —

Enhancements and expansions to the site ([www.liveinretirement.com](http://www.liveinretirement.com)) include:

- Integrated and interactive learning tools;
- Additional videos explaining the LIVE (Longevity, Inflation, Volatility, Event) risks;
- Multiple retirement risk education support materials;
- Downloadable client workbook, which identifies financial solutions that can help manage risk;
- Step-by-step consultative model; and
- Quicker and easier access.

“A key differentiator of the LIVE system is the comprehensive analysis that positions financial professionals to build valued relationships with each individual client,” said Caner. “Each client brings a unique spectrum of different needs, dreams and financial knowledge to the table. Our purpose is to first educate individuals about the LIVE risks, then identify the goals and benefits those persons seek. The ultimate aim is to construct and execute a framework that achieves the appropriate financial solutions.”

The full range of LIVE in Retirement resources is available at [www.liveinretirement.com](http://www.liveinretirement.com)

#### **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](http://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;<sup>1,2</sup> Columbus Life Insurance Company; Eagle Realty Group, LLC; Fort Washington Investment Advisors, Inc.;<sup>1</sup> Fort Washington Savings Company;<sup>3</sup> IFS Financial Services, Inc.; Integrity Life Insurance Company; The Lafayette Life Insurance Company; National Integrity Life Insurance Company; Touchstone Advisors, Inc.;<sup>1</sup> Touchstone Securities, Inc.,<sup>2</sup> and W&S Financial Group Distributors, Inc. For more information, visit [www.westernsouthern.com](http://www.westernsouthern.com). Western & Southern is the title sponsor of the Western & Southern Financial Group Masters and Women's Open tennis tournaments.

LIVE in Retirement concept used by permission. © 2008 Mitch Anthony.

<sup>1</sup> A registered investment advisor.

<sup>2</sup> A registered broker-dealer and member FINRA/SIPC.

<sup>3</sup> 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 March 1, 2010, are subject to change.