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W&S Financial Group Distributors Provides Advisors Resources for New Roth IRA Conversion Opportunity

New Roth IRA Rules Present Opportunities for Suitable High Income Earners

CINCINNATI – March 31, 2010 – W&S Financial Group Distributors, Inc., a member of Western & Southern Financial Group (Western & Southern), today introduced an integrated suite of educational resources for traditional IRA owners considering converting their accounts into Roth IRAs. New tax laws that took effect Jan. 1, 2010, allow anyone owning a traditional IRA, 401(k) or other qualified retirement plan asset from a former employer to shift those funds into a Roth IRA.

An interactive Roth IRA Conversion calculator is one element of the suite. Designed to help consumers better weigh the impact of such a move, it produces a custom analysis based on information and assumptions provided by the user regarding goals, expectations and financial situation. The calculator is available online at www.WSFinancialPartners.com/Roth.

“Some clients recognize a potential advantage in proceeding with a Roth conversion in 2010,” said Mark E. Caner, president of W&S Financial Group Distributors, Western & Southern’s wholesale distribution division serving financial institutions, broker-dealers and independent financial professionals. “One consideration is the widespread prevalence of lower retirement account values, which may reduce the income tax cost of executing a conversion at this time.”

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“A 122-year history of financial strength and core values has earned Western & Southern the confidence of many individual clients. Now, to better assist financial professionals in offering great service, we have produced a suite of Roth IRA conversion resources,” Caner continued. “The new educational package answers a need among reps seeing strong consumer demand for clear and understandable information.”

Among the changes in federal tax rules, the modified adjusted gross income limit has been lifted for individuals who want to convert a traditional IRA to a Roth IRA. Qualifying taxpayers have an option to make the tax payments related to a conversion over a two-year period in tax years 2011 and 2012, provided the conversion is finalized in 2010. Conversions completed in 2011 and later will not offer the optional benefit of this deferral of income and the resulting income tax payment over more than one year.

“Understandably, consumers want to become more informed so that they can participate in their financial decisions with a clear understanding of their choices,” said Caner. “Timing is crucial for individuals interested in converting their traditional IRAs. It is our responsibility to offer not only strong and innovative products, but knowledgeable and comprehensive service as well.”

Suitability for conversion depends on individual circumstances. The benefits of tax-free income and no required distributions must be weighed against the disadvantage of accelerated tax payment. Potential candidates for Roth IRA conversion may include:

- those who never previously considered a Roth IRA because of their income level;
- those who considered a Roth before, but were not eligible;
- those who currently have a traditional IRA or other accessible qualified retirement plan asset;
- those who have sufficient assets outside the retirement plan to pay the accelerated tax obligation;
- those who want a tax-advantaged retirement account that does not require minimum distributions when the owner turns age 70½; and
- those who would like to leave a tax-advantaged asset to their beneficiaries.

More information about Roth IRA conversions is available at www.WSFinancialPartners.com/Roth.

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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) 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;^{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 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.

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Variable annuities are issued by Integrity Life Insurance Company, Cincinnati, OH and National Integrity Life Insurance Company, Goshen, NY and distributed by **Touchstone Securities, Inc.**,* Cincinnati, OH. All are members of Western & Southern Financial Group. Integrity operates in all states except ME, NH, NY and VT, where National Integrity operates.

An investor should carefully consider the investment objectives, risks, charges and expenses of the investment found in the product and fund prospectuses. For prospectuses containing complete information, visit WSFinancialPartners.com. Please read the prospectuses carefully before investing or sending money.

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