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The Lafayette Life Insurance Company Promotes O'Brien and Weng

LAFAYETTE, Ind. – April 7, 2010 – The Lafayette Life Insurance Company announced the promotion of Ian O'Brien to the position of senior network administrator. O'Brien joined the company in November 2007 as a network administrator and was promoted to advanced network administrator in June 2009. He is a graduate of Purdue University with an Associate of Science and a Bachelor of Science in Computer Technology.

The Lafayette Life Insurance Company also announced the promotion of Xiaochun (Wendy) Weng to the position of senior java developer. Weng joined the company in January 2007 as a java developer. She is a graduate of Wuhan University in China with a Bachelor of Science in Information Science. Weng earned a Master of Science in Computer Science from the University of Rhode Island.

About The Lafayette Life Insurance Company

The Lafayette Life Insurance Company provides life insurance and annuity products to individuals and small businesses through multiple distribution channels. The individual product portfolio includes whole life, senior age whole life, term life, universal life, immediate annuities, and indexed universal life and annuities. Lafayette Life serves small to medium-sized businesses by offering retirement services products and administrative services. Lafayette Life is an over 100 year old company and is licensed in 48 states and the District of Columbia. Lafayette Life, a member of Western & Southern Financial Group, is rated A+ Superior by A.M. Best for financial strength (second highest of 16 ratings; held since June 2009), AA+ Very Strong by Standard & Poor's (second highest of 21 ratings; held since August 2005), AA Very Strong by Fitch (third highest of 21 ratings; held since June 2009), and has a Comdex Ranking of 97 out of 100.

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.