



Columbus Life Insurance Company

A member of Western & Southern Financial Group

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CONTACT:

Emily J. Carpenter-Pulskamp
Senior Media Relations Specialist
Western & Southern Financial Group
(513) 629-1388
emily.carpenter-pulskamp@westernsouthern.com

New Application, Innovative Processes Make It Easier to Do Business with Columbus Life

CINCINNATI – April 27, 2010 – Columbus Life Insurance Company (Columbus Life) has introduced a new, shorter life insurance application and streamlined tracking, back-office and delivery processes. The innovations are designed to increase speed to issue and make doing business with Columbus Life easier for producers. The company, a member of Western & Southern Financial Group, markets life insurance and annuity products to the affluent market through independent producers in 49 states and the District of Columbia.

The innovations – the latest in the company's 104-year heritage of focusing on the needs of producers – include:

- A much shorter Application for Life Insurance, Part 1;
- Acceptance of faxed or electronically transmitted forms without originals or special consent forms;
- Enhanced underwriting competitiveness for certain medical histories, including breast cancer, diabetes, heart rhythm disorders, mood disorders, and valvular heart disorders;
- Increased speed to issue;
- Twice weekly status e-mail updates for outstanding requirements; and
- Overnight mailing of all policies.

“As a company founded and built by producers, we can relate to producers’ needs,” said Charlie Wood, senior vice president and chief marketing officer of Columbus Life. “We work continually to reduce the time between submitting an application and issuing a policy. Our goal is to create more time for our producers to spend working with clients and building their business.”

Columbus Life’s new application and processes complement the personalized, flexible approach the company takes in servicing and supporting its producers. From providing direct access to experienced underwriters and returning phone calls in minutes to providing expert advanced markets support from

dedicated sales desk personnel, Columbus Life is committed to going above and beyond to build long-term relationships with independent agencies and producers.

More information about Columbus Life's product offerings, focus on producer relationships and leading-edge innovations is available by calling 1-800-677-9696, Option 4, or visiting www.columbuslife.com.

About Columbus Life Insurance Company

Columbus Life, located in Cincinnati, Ohio, is a top-rated company providing life insurance and annuity products for clients in 49 states and the District of Columbia. With a heritage dating back to 1906, the company provides retirement, estate planning, and advanced business planning services to the affluent market through a nationwide network of independent producers and registered representatives. The company holds outstanding ratings from leading financial ratings agencies, including A.M. Best A+ for superior financial strength (second highest of 16 ratings, held since June 2009), Standard & Poor's AA+ for very strong financial security characteristics (second highest of 21 ratings, held since August 2005), and a Comdex ranking of 97. Columbus Life is a member of Western & Southern Financial Group.

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.

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