

FOR IMMEDIATE RELEASE:**Contact:**

José D. Marques
Western & Southern Financial Group
(513) 629-1448
jose.marques@wslife.com

Webster University Names Business School After Western & Southern Board Member Ambassador George Herbert Walker III

Ambassador Walker joined Western & Southern Board of Directors in 1998

CINCINNATI – May 14, 2010 – Webster University of St. Louis announced it is naming its business school the George Herbert Walker School of Business and Technology to honor former U.S. ambassador to Hungary and Webster supporter George Herbert Walker III.

Walker was a member of the board of directors of Western & Southern Financial Group from 1998-2003. He left that position when he was named ambassador to Hungary in 2003. He rejoined Western & Southern's board in 2006 and continues in that role today.

"Ambassador Walker serves on Western & Southern's board with extreme passion and dedication to our business," said John F. Barrett, chairman, president and chief executive officer of Western & Southern. "Webster University couldn't have chosen a better man to honor in this manner."

In 1974, Walker joined Webster's board of trustees and served as board chairman from 1987-1992 and from 2008-2009. In 2007, Ambassador Walker bestowed upon Webster a gift of \$10 million – the largest in the University's history – and designated it to benefit the business school. Walker is a graduate of Yale University and Harvard Law School and the recipient of honorary degrees from Webster University, Harris-Stowe State University, and two universities in Hungary – the University of Pecs and St. Istvan University.

Webster University was founded in 1915 with its main campus in St. Louis. It offers undergraduate and graduate degree programs through five schools and colleges, and a global network of more than 100 campuses. It has more than 20,000 students representing almost 150 nationalities.

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 \$46 billion as of March 31, 2010. 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.