



**Columbus Life
Insurance Company**

A member of Western & Southern Financial Group

FOR IMMEDIATE RELEASE

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Columbus Life Names Assistant Vice President of Product Development

CINCINNATI – May 24, 2010 – Columbus Life Insurance Company (Columbus Life), a member of Western & Southern Financial Group (Western & Southern), has announced that Ronald G. Keller has been named assistant vice president, product development. In this position, he will provide leadership for product development and the ongoing evaluation of the product portfolio for Columbus Life. Keller will report to Charles W. Wood, Jr., senior vice president and chief marketing officer for Columbus Life.

“Ron brings a vast wealth of experience and knowledge to Columbus Life,” Wood said. “He will help us continue to be leaders in the life insurance industry with new and innovative products that help financial professionals meet the needs of their customers now and in the future.”

Prior to joining Columbus Life, Keller was vice president, product management for Conseco Insurance Group, managing research and development of annuity, life insurance and supplemental health insurance product lines for various distribution channels. He held a variety of sales, marketing and product development positions at Transamerica for more than 20 years ending as vice president sales and marketing serving non-traditional distribution channels. Keller earned a bachelor of science in mathematics from California State University. He is an associate of the Society of Actuaries and a 30-year veteran of the life insurance industry.

More information about Columbus Life and its product offerings is available by calling 1-800-677-9696, Option 4, or visiting www.columbuslife.com.

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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 \$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.

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