

FOR IMMEDIATE RELEASE**Contact:**

Emily J. Carpenter, APR
Senior Media Relations Specialist
(513) 629-1388
emily.carpenter@westernsouthernlife.com

Western & Southern Financial Group® Continues to Sharpen Focus by Introducing New Corporate Identity

CINCINNATI — June 21, 2007 — Western & Southern Financial Group® (Western & Southern) announced today it has launched a new corporate identity that better represents the diversified financial services organization Western & Southern has become over the past 15 years. In developing its new corporate identity, Western & Southern enlisted the guidance of Cincinnati-based LPK, an international design agency.

According to John F. Barrett, Western & Southern chairman, president and chief executive officer, the Fortune 500 company is a very different organization today than it was 15 years ago. “As a result of our long-term view, diversification strategy, and financial strength, we have seen our assets grow from \$6 billion to nearly \$50 billion since 1992. Introducing a new corporate identity is just another milestone as we enhance our leadership position within the ever-increasingly competitive financial services industry.”

Mr. Barrett went on to say, “What makes this new corporate identity truly special is that it reflects the strategically diversified company we have become, while respecting our past. Specifically, our new corporate identity represents longevity, strength, and stability. Since the foundation for Western & Southern’s success spans nearly 120 years, it was very important to us to maintain those key attributes as part of our ongoing identity.”

Michael J. Laatsch, vice president of public relations and corporate communications for Western & Southern, described the meaning behind the new corporate logo. “The new corporate logo reflects the progressive and forward-looking initiatives being implemented across our company. It also is a symbol of Western & Southern’s deep commitment to continuously finding new and better ways to serve its valued customers.”

In keeping with its emphasis on achieving efficiencies and maintaining expenses, Western & Southern is undertaking a rolling schedule for implementing its new corporate identity. At this time, it is anticipated that the new corporate identity activities will be completed in mid-2008.

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 \$47 billion. A Fortune 500 company, Western & Southern has received A.M. Best's highest rating of A++ Superior for financial strength, Standard & Poor's AA+ rating (one of the 10 highest rated life insurance groups in the world) and is consistently recognized by Moody's and Fitch for financial strength and sound management. 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, Todd Investment Advisors, Inc.,¹ Touchstone Advisors, Inc.,¹ and Touchstone Securities, Inc.² 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 NASD/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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