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New Corporate Identity Reflects Diversification of Western & Southern Financial Group®

-- New corporate logo first step in refining firm identity --

CINCINNATI — July 6, 2007 — Western & Southern Financial Group® (Western & Southern) is launching a new corporate identity to better represent the diversified financial services organization it 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.

John F. Barrett, Western & Southern chairman, president and chief executive officer, explained that the Fortune 500 company is a very different organization today than it was merely 15 years ago. “Over the last decade and a half, Western & Southern has taken advantage of technology and market changes affecting our industry through diversification, asset growth, and taking the long-term view. Introducing a new corporate identity is just another milestone as we enhance our leadership position within the ever-evolving, increasingly competitive financial services arena.”

LPK is world renowned for its ability to create value, sustain leadership and transform businesses through strategic brand identity development. “In today's economy, a company's identity is of paramount importance in communicating their mission and vision. The new Western & Southern identity provides an engaging, compelling, and proprietary visualization of a leadership company with a vision for the future,” said John Recker, executive vice president and chief strategy officer at LPK.

“What makes this new corporate identity truly special is that it reflects the strategically diversified company we have become, while respecting our past,” said Barrett. “Specifically, our new mark represents the longevity, strength, and stability of Western & Southern's nearly 120-year history, while introducing elements that convey progression, prosperity and leadership.”

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 forward-looking initiatives being implemented across our company. It also is a symbol of Western & Southern’s 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 logo. An internal brand identity project team is working closely with Western & Southern member companies and LPK to identify options for aligning member company logos with the new corporate logo. At this time, Western & Southern anticipates that its new corporate identity activities, including adoption of any new logos for its member companies, will be completed in mid-2008.

About LPK

LPK is an international design agency with a proven track record in Building Leadership Brands. By integrating branding, design and innovation, LPK leverages relevant consumer, shopper and market insights to create value, sustain leadership and transform businesses. The agency’s portfolio of category-leading brands and long-term client relationships attracts some of the best and brightest creative minds in the world. LPK’s combination of strategic skills, creative disciplines and cross-cultural perspectives results in brand-building innovation across media, geography and time. With a presence in the United States, Europe and Asia, LPK is the world’s largest employee-owned brand identity agency. LPK has developed and managed brand identity franchises for some of the world’s most successful brands, including IBM, Pantene, Pampers, Olay, Hershey, Valvoline, Quicken, Heinz, AT&T, Hallmark, U.S. Bank, Sirius Satellite Radio, Novartis and Kellogg. To learn more about LPK, visit www.lpk.com.

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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Editor’s Note: Western & Southern’s new corporate logo is included in the body of this news release. If you prefer to receive a digital file, please advise the media contact noted.



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