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FOR IMMEDIATE RELEASE

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Columbus Life Introduces Enhanced SUL Products

CINCINNATI – July 14, 2008 – Columbus Life Insurance Company (Columbus Life), a member of Western & Southern Financial Group[®], announces two new additions to their comprehensive universal life portfolio. Legacy G Survivorship Universal Life and Legacy *Plus* Survivorship Universal Life offer attractive solutions to estate planning, wealth transfer and charitable giving needs. Legacy G features lifetime death benefit guarantees on a level premium basis with enhanced flexibility. Legacy *Plus* provides protection plus the potential for excellent cash value accumulation sheltered from current taxation.

“The new products further enhance our strong universal life portfolio and include competitive features that serve the needs of the affluent market,” said J.J. Miller, president and chief executive officer of Columbus Life. “Whether for personal or business use, these products give independent producers important tools for meeting their clients’ long-term financial strategies.”

Learn more about Columbus Life and its new product offerings by calling 1-800-677-9696, Option 4 or visiting www.columbuslife.com.

About Columbus Life Insurance Company

Columbus Life 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 (highest of 16 ratings), Standard & Poor’s AA+ for very strong financial security characteristics (second highest of 21 ratings), and a Comdex ranking of 97. Columbus Life is a member of Western & Southern Financial Group[®].

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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 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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