

FOR IMMEDIATE RELEASE

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W&S Financial Group Distributors Names Regional Vice President for Broker-Dealer Channel

Ravitz to support broker-dealers in Florida

CINCINNATI – July 27, 2010 – Jill E. Ravitz has joined W&S Financial Group Distributors, Inc., the wholesale distributor for Western & Southern Financial Group, as regional vice president, broker-dealer.

In her new position, Ravitz will work with financial professionals to help them develop market strategies to grow their book of business. Backed by a sales desk support team, she provides marketing training, product education, practice management insights and business building ideas.

“The mission of W&S Financial Group Distributors is to assist financial professionals as they help individuals invest for, live in and manage the risks associated with retirement. Jill’s wealth of financial industry knowledge and track record of success make her a valuable resource for our broker-dealer distribution partners throughout Florida,” said Michael S. Wytiaz, senior vice president, broker-dealer distribution, of W&S Financial Group Distributors.

“Jill brings an impeccable record of improving the performance of financial professionals. Her demonstrated expertise in developing new market strategies and implementing solution-based business methods advances the profile of our broker-dealer team.”

Prior to joining W&S Financial Group Distributors, Ravitz served as a wholesaler for Nationwide Financial. Additional experience includes positions at Raymond James, Morgan Stanley and Washington Mutual.

Ravitz attended Broward Community College in Fort Lauderdale, Fla. She also holds FINRA Series 7, 63 and 65 registrations and is life, health and variable insurance licensed in Florida.

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About W&S Financial Group Distributors, Inc.

W&S Financial Group Distributors, Inc. (www.wsfinancialpartners.com) distributes fixed, variable and immediate annuities and life insurance products from Western-Southern Life Assurance Company, The Western and Southern Life Insurance Company, Integrity Life Insurance Company and National Integrity Life Insurance Company, all member companies of Western & Southern. Variable products are distributed through **Touchstone Securities, Inc.** Marketing through a national network of broker-dealers, financial advisors, independent agents and financial institutions, W&S Financial Group Distributors assists financial professionals in helping individuals invest for, live in and manage risk during retirement.

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.

Ratings are current as of June 15, 2010, and are subject to change.

No bank guarantee	Not a deposit	May lose value
Not FDIC/NCUA insured	Not insured by any federal government agency	

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