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Volunteers of America Honors Western & Southern, John F. Barrett *Financial company and CEO saluted for community involvement*

CINCINNATI, July 31, 2007 – Volunteers of America recently honored Western & Southern Financial Group® and its CEO, John F. Barrett, with the Outstanding Community Service Award for their exceptional commitment to Greater Cincinnati.

“Throughout his career, John Barrett has always remembered the vulnerable and underserved,” said Charles Gould, national president and chief executive officer of Volunteers of America. “We honor his achievements and his company’s in recognition of their support for Volunteers of America and the people we serve — especially those in Ohio.”

Barrett is chairman, president and chief executive officer of Cincinnati-based Western & Southern, a Fortune 500 company and one of the 10 highest-rated life insurance groups in the world. Upon receiving the award, the longtime business and civic leader was quick to give the credit to his company and its employees.

“We continually strive for excellence in everything we do, and that includes our work as corporate citizens,” Barrett said. “We encourage our people to get involved in making a positive difference in the world around them.”

For nearly 120 years, Western & Southern has been a part of the Cincinnati community in name and in deed. The company consistently ranks among the top business donors to United Way of Cincinnati, and also provides significant funding to the Cincinnati Fine Arts Fund, the Cincinnati Art Museum, the Taft Museum of Art, the Cincinnati Opera, the May Festival and Cincinnati Playhouse in the Park. Additionally, Western & Southern has funded medical research, education and the development of leading-edge technology in the community. The company’s annual sponsorship of the Western & Southern Financial Group Masters and Women’s Open tennis tournaments generates contributions to local charities as well as drives more than \$25 million in economic impact to the Southwest Ohio region.

Barrett serves on the boards of trustees of several civic groups, including the Cincinnati Arts Association, the Cincinnati Art Museum, the Taft Museum and Cincinnati Center City Development Corporation. He is co-chairman of the Greater Cincinnati Scholarship Association, chairman of the Medical Center Fund of Cincinnati for the University of Cincinnati, and a member of the advisory board of the University of Cincinnati Barrett Cancer Center. Nationally, Barrett serves as a member of Washington, D.C.’s, Business Roundtable and the Financial Services Roundtable. He has been the recipient of many honorary awards, including the 2004 Award for Excellence for outstanding service to the University of Cincinnati, and the 1999 Heart of Gold Volunteer Award from Boys Hope/Girls Hope.

The Outstanding Community Service Award was presented June 25 at a luncheon during Volunteers of America’s national conference, which took place in Cincinnati this year. Entitled “Spark a Change,” the

conference focused on how innovation, engagement and impact can affect social change and make a long-term difference for individuals and communities.

“We’re so fortunate to have leaders like John and his company in our community,” said Chris Lohrman, president and CEO of the Ohio River Valley Chapter of the Volunteers of America. “They inspire all of us to take the time to get involved in service to others.”

About Volunteers of America Ohio River Valley

Volunteers of America Ohio River Valley is a multi-service nonprofit dedicated to helping those least served by others meet basic needs and become self-sustaining contributors to society. Rooted in a deep tradition of service, Volunteers of America’s expertise is in rehabilitating ex-offenders and empowering individuals with developmental disabilities. Volunteers of America Ohio River Valley serves seven counties in the Greater Cincinnati area and is committed to working collaboratively with value-based groups and agencies that share its mission.

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