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**Integrity provides 411 on FINRA Rule 2821**

*New Educational Video Preps Reps and Firms on Guidelines for Variable Annuity Transactions*

CINCINNATI — July 31, 2008 — Integrity Life Insurance Company today introduced an online educational video to help financial professionals understand the FINRA Rule 2821. The video, *FINRA Rule 2821 – What You Need to Know*, is presented by Kevin Howard, senior vice president and general counsel of Integrity, and reviews the primary requirements the rule assigns to broker-dealers.

The new rule, portions of which are still under consideration by the SEC and FINRA, supplements existing FINRA rules relating to supervision, suitability and training. Integrity intends the video to be the first of many educational tools offered to investment professionals and broker-dealers.

“Rule 2821 has far-reaching implications for any financial professional selling a deferred variable annuity,” said Howard. “We’re providing an overview of this rather complex rule to help ease the transition as people adopt suitability guidelines and begin an amended compliance process.” Integrity also has developed a helpful FINRA 2821 Q&A document to supplement the video.

“*FINRA Rule 2821 – What You Need to Know* demonstrates our long-term commitment to investment professionals by offering a consultative approach with value-added resources,” said Mark Caner, president of W&S Financial Group Distributors, the wholesale distributor for Integrity. “In a little more than 10 minutes, an investment professional can get the big picture to stay compliant with Rule 2821.”

— MORE —

Access the video directly at [www.annuitrac.com](http://www.annuitrac.com) or through [www.integritycompanies.com](http://www.integritycompanies.com). Visitors have the choice of streaming or downloading the video directly.

### **About Integrity Life Insurance Company**

Integrity Life Insurance Company, Cincinnati, Ohio, and its wholly owned subsidiary, National Integrity Life Insurance Company, Goshen, New York, are members of Western & Southern Financial Group®.

Founded in 1966, Integrity operates in all states except Maine, New Hampshire, New York and Vermont, where National Integrity Life Insurance Company, founded in 1968, has operating authority. Integrity is committed to helping individuals invest for, live in and manage risk during retirement. The companies develop and market innovative annuity-based solutions for individuals with long-term retirement accumulation and distribution needs. Distribution is through broker-dealers, financial advisors, independent agents and financial institutions.

### **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,<sup>1, 2</sup> Columbus Life Insurance Company, Eagle Realty Group, LLC, Fort Washington Investment Advisors, Inc.,<sup>1</sup> Fort Washington Savings Company,<sup>3</sup> IFS Financial Services, Inc., Integrity Life Insurance Company, The Lafayette Life Insurance Company, National Integrity Life Insurance Company, Todd Investment Advisors, Inc.,<sup>1</sup> Touchstone Advisors, Inc.,<sup>1</sup> and **Touchstone Securities, Inc.**<sup>2</sup> For more information, visit [www.westernsouthern.com](http://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.

Integrity variable annuities are issued and guaranteed by Integrity Life Insurance Company, and distributed by Touchstone Securities, Inc., both of Cincinnati, OH, and members of Western & Southern Financial Group.®

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