

Columbus Life Insurance Company



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FOR IMMEDIATE RELEASE

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Columbus Life Introduces Portfolio of New UL Products

CINCINNATI – August 3, 2007 – Columbus Life Insurance Company (Columbus Life), a member of Western & Southern Financial Group[®], announces the introduction of a new portfolio of universal life insurance products – Explorer *Plus*sm Universal Life, Indexed Explorer *Plus*sm Universal Life, and Voyagersm Universal Life.

“The new products that comprise our universal life portfolio include competitive features and pricing along with flexibility to fit the diverse and evolving 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.”

Explorer *Plus*sm Universal Life is one of the most competitive long-term cash value accumulation vehicles in the industry, combining death benefit protection with flexible riders and benefits. Independent producers can customize Explorer *Plus* for a variety of personal and business scenarios to help clients meet wealth transfer and business planning needs, where long-term cash accumulation and supplemental retirement income are important.

Explorer *Plus* provides an opportunity to build tax-deferred account value that can be used later to provide supplemental income, making it ideal for individuals who need permanent life insurance coverage plus flexibility. Explorer *Plus* also offers several other features that deliver solid financial solutions to respond to a variety of client situations.

Indexed Explorersm *Plus* Universal Life offers all of the advantages of Explorer *Plus*. In addition, Indexed Explorer *Plus* offers growth potential through the ability to earn Indexed Interest Credits linked, in part, to the performance of the Standard & Poor’s 500¹ Composite Stock Price Index (excluding dividends), or S&P 500[®], with protection from downside risk through a minimum interest rate guarantee.

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Voyagersm Universal Life combines competitive pricing, guaranteed death benefits and innovative features to help clients achieve their financial goals. For wealth transfer, business planning or income replacement, Voyager offers a competitive and flexible solution when individuals need low-premium guaranteed death benefit protection.

In addition to introducing an enhanced universal life portfolio, Columbus Life expanded its underwriting classes to include the new Super Preferred underwriting class, furthering its competitiveness with benchmarked peers. The new underwriting classes are available on all three new Columbus Life products.

Learn more about Columbus Life and its new product offerings by calling (866) 299-8715 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[®].

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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