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Western & Southern Financial Group® Reaches Out to Sandwich Generation

New Educational Series Developed to Help Boomers Caring for Both their Parents and Children

CINCINNATI — September 2, 2008 — Growing numbers of Americans are joining the “sandwich generation,” raising children while caring for aging parents at the same time. To help address the challenges they face, Western & Southern Financial Group today introduced an educational seminar series *Connecting Generations*. The first module of the series — *Caring for the Needs of Your Aging Parents* — is available to financial professionals and provides valuable, in-depth information about planning and providing care for older parents.

“Members of the sandwich generation can find themselves facing significant strains, both financially and emotionally” said Mark Caner, president of W&S Financial Group Distributors, the wholesale distributor for Western & Southern Financial Group. “*Connecting Generations* is a great resource that financial professionals can draw on in assisting their clients in these circumstances. Now they can provide comprehensive tools and information to help their clients manage the risks that accompany balancing their responsibilities.”

The module features all the materials a financial professional will need to plan and host an effective seminar, including a PowerPoint presentation, client workbook, invitations and more. Caner added that Western & Southern Financial Group will add modules to the *Connecting Generations* series and help individuals address various financial risks they may face.

Financial professionals can order *Connecting Generations – Caring for the Needs of Your Aging Parents* by contacting their Western & Southern Financial Group representative. FINRA approval letters are available upon request.

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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 11 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.

Connecting Generations is an educational series sponsored by Western & Southern Financial Group. This program and corresponding material is not affiliated with or endorsed by any government agency.

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