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Emily J. Carpenter-Pulskamp
Senior Media Relations Specialist
Western & Southern Financial Group
(513) 629-1388
emily.carpenter-pulskamp@westernsouthern.com

W&S Financial Group Distributors Appoints Director of Marketing and Strategic Communication

***Skeabeck chosen to lead marketing initiatives for variable annuities,
alternative investments, life insurance and long-term care.***

CINCINNATI — September 10, 2009 — Scott F. Skeabeck has been named director of marketing and strategic communication at W&S Financial Group Distributors, Inc. (W&S Financial), the wholesale division for Western & Southern Financial Group based in Cincinnati, Ohio.

“Scott adds his wealth of financial marketing and communications experience to an already robust team of marketing professionals,” said Susan Fellows Crabtree, vice president of marketing at W&S Financial. “His experience in the variable annuity business coupled with his brand-building expertise makes him a critical addition to our team as we continue to expand our leadership position in the annuity marketplace.”

Skeabeck brings nearly 25 years of experience in the variable annuity, fixed annuity and life insurance business.

Before joining W&S Financial, he was the marketing creative director and brand liaison for the retail financial services division of ING Group in West Chester, Penn. Prior to that, he served as sales promotion manager at Principal Financial Group in Des Moines; and advertising and public relations manager at Decal Specialties in Mason City, Iowa. Additionally, he has operated as a freelance creative consultant for his own company, SS Communications.

Skeabeck earned a Bachelor of Science in Advertising from Ohio University in 1981. He currently lives in Cincinnati, OH, is married to wife Diana, and has three children.

About W&S Financial Group Distributors, Inc.

W&S Financial Group Distributors, Inc., partners with banks across the nation to market annuities issued by Western & Southern member companies and to provide consultative risk management financial solutions for individuals preparing for or living in 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 \$42 billion as of Dec. 31, 2008. 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 financial strength of the insurance company and not to the safety, stability or performance of any investment product.

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