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Contact:

José Marques, Media Relations Manager
(513) 629-1448
jose.marques@wslife.com

New Spanish Language Web Site Educates Consumers About Financial Information for Key Life Events

CINCINNATI — September 16, 2009 — Western & Southern Life announced the rollout of an online educational tool that prepares Spanish-speaking consumers for several key life events. The Web site at www.wslife.com/es explains preparations for a variety of major life events that may require financial services. The initial 10 topics addressed on the site are:

- College
- New job or first job
- Getting married
- Having a baby
- Starting a business
- Buying a house/mortgage
- Retirement
- Social Security
- Planning your estate
- On your own

“There is a real need among Spanish-speaking consumers to better understand the impact of life events on their finances and what their options are for ensuring a secure financial future,” explained David Hufnagel, Western & Southern Life’s director of multicultural markets and a native of Argentina.

Life topics are found under the “Eventos de la vida” tab at www.wslife.com/es. The site also explains the basics of life insurance, annuities and other financial products. Users can share the site with friends via the “Compartir” option.

Consumers who do not have computer access can call Western & Southern Life’s Spanish-language toll-free phone number at (877) 881-8432 (TU1VIDA), which means “Your 1 Life,” to speak to a trained representative.

About The Western and Southern Life Insurance Company

The Western and Southern Life Insurance Company, and its wholly owned subsidiary Western-Southern Life Assurance Company, both members of Western & Southern Financial Group, offer life insurance, interest-sensitive life insurance, fixed annuities, retirement strategies and personalized needs analysis for individuals, families and businesses in the middle-income market. They have 181 field offices nationwide, plus WSLife.com and the Client Relationship Center. Both companies are licensed in 43 states and the District of Columbia.

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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