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José D. Marques, APR  
Media Relations Manager  
(513) 629-1448  
[jmarques@westernsouthern.com](mailto:jmarques@westernsouthern.com)

## **Western & Southern Financial Group® Promotes White**

**CINCINNATI —Sept. 26, 2007 —** Charles E. White has been promoted to senior vice president, financial institutions, within W&S Financial Group Distributors, Inc., an operating unit of IFS Financial Services, Inc. (IFS). In his new role White is responsible for all business development and sales of fixed, variable and immediate annuity products through third-party financial institution intermediaries.

IFS distributes fixed, variable and immediate annuities from Western-Southern Life Assurance Company, Integrity Life Insurance Company and National Integrity Life Insurance Company. All are member companies of Western & Southern Financial Group® (Western & Southern).

"Charles' experience and vision will provide our financial institutions channel the leadership necessary to move from a fixed annuity product distributor to a more diverse product offering and a more consultative approach," said Mark E. Caner, president, W&S Financial Group Distributors.

White joined Western & Southern in 1998 as a regional marketing director with IFS and was promoted to senior regional vice president with W&S Financial Group Distributors earlier this year. He previously served as sales director for Life of the Southwest and vice president of sales at First Gibraltar Bank. He possesses more than 30 years of experience in insurance and financial services.

"I am honored to be affiliated with a company whose mission is to help customers invest for, live in and manage risk during their retirement," White said. "It's exciting to lead a team committed to this important charge."

White holds a bachelor's degree in political science from the University of Chicago, and a graduate diploma in bank management from the Consumer Banker's Association at the University of Virginia. His community board involvement includes the Christian Care Center, Mesquite, Texas, and the Court Appointed Special Advocates (CASA), McKinney, Texas, where he served as past board president.

### **About IFS Financial Services**

Established in 1991 and now one of Western & Southern Financial Group's key growth engines, IFS Financial Services, Inc. complements the goals of the organization by successfully diversifying earnings, products and distribution channels. IFS consists of two core revenue-generating business units — W&S Financial Group Distributors, Inc., and Touchstone Investments (Touchstone Advisors, Inc. and Touchstone Securities, Inc.) W&S Financial Group Distributors offers fixed, variable and immediate annuities, as well as life insurance, through financial institutions. Touchstone delivers a selection of money managers who act in a sub-advisory capacity to provide mutual fund solutions through broker-dealers, financial advisors and financial institutions, including W&S Brokerage Services, Inc.

### **About Western & Southern Financial Group®**

Western & Southern Financial Group (W&SFG) is a Cincinnati, Ohio-based diversified family of financial services companies with assets owned and under management in excess of \$47 billion. A Fortune 500 company, W&SFG has received A.M. Best's highest rating of A++ Superior for financial strength, is one of the 10 highest rated life insurance groups in the world based on Standard & Poor's ratings, 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). W&SFG 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. Ratings, as of 9/10/07, are subject to change.*

Annuities issued and guaranteed by Western-Southern Life Assurance Company and Integrity Life Insurance Company, both of Cincinnati, Ohio, and National Integrity Life Insurance Company, Goshen, New York. Variable annuities distributed by **Touchstone Securities, Inc.**, Cincinnati, Ohio.\* All are members of Western & Southern Financial Group. Availability of products and features, as well as benefit provisions, varies by state.

\*A registered broker-dealer and member FINRA/SIPC.

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