



Columbus Life
Insurance Company

A member of Western & Southern Financial Group

FOR IMMEDIATE RELEASE

CONTACT:

Emily J. Carpenter-Pulskamp
Senior Media Relations Specialist
(513) 629-1388

emily.carpenter-pulskamp@westernsouthern.com

Columbus Life Celebrates Heritage, Inspires Future With 2010 Focus on Innovation

CINCINNATI – Oct. 1 2009 – Just as Christopher Columbus set sail on a voyage in 1492 to discover and explore the New World, Columbus Life Insurance Company, a member of Western & Southern Financial Group (Western & Southern), has embarked upon a new journey with the launch of its *2010: Innovation* initiative with a renewed focus on infusing innovation into its day-to-day business activities.

“Innovation is going to be the key to continued prosperity during changing economic times,” said J.J. Miller, president and chief executive officer of Columbus Life and long-time veteran of Western & Southern. “Companies not willing to look at their processes in order to find new, better and different ways of doing things to improve operations and the bottom line could face greater challenges as our economy strives toward recovery.”

Miller led a group of Columbus Life associates on a brief tour of two of the ships that Columbus used for his voyage to the New World – the Nina and Pinta – whose replicas are currently moored on the shores of Newport along the Ohio River. The visit was meant to inspire the future by commemorating the past. The focal point of Columbus Life’s corporate logo is Columbus’ other ship – the Santa Maria.

“It’s not every day that Columbus Life has the opportunity to launch a new vision for our company while celebrating and commemorating our heritage and founding in 1906 with a visit to two of Columbus’ ships moored right here in the harbor of the Queen City,” Miller added.

More information about Columbus Life and its new product offerings is available by calling 1-800-677-9696, Option 4, 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 \$42 billion as of Dec. 31, 2008. 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 nine 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; 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.

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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Photos Below



Charlie Wood (left), senior vice president and chief marketing officer, and J.J. Miller, president and chief executive officer, both of Columbus Life Insurance Company, pause from a brief tour on of replicas of the 1492 ships Niña and Pinta that Columbus used for his voyage to the New World.



On Monday, Sept. 28 Columbus Life Insurance Company associates toured replicas of the 1492 ships Niña and Pinta (docked in Newport, Ky.) that Columbus used for his voyage to the New World.