



**Lafayette Life
Insurance Company**

A member of Western & Southern Financial Group

The Lafayette Life Insurance Company
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Lafayette, IN 47905

FOR IMMEDIATE RELEASE

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The Lafayette Life Insurance Company Names New Chief Marketing Officer

LAFAYETTE, Ind. – Oct. 7, 2009 – Lawrence J. O'Brien, CLU, has been named senior vice president and chief marketing officer at The Lafayette Life Insurance Company (Lafayette Life), a member of Western & Southern Financial Group (Western & Southern).

In this role, O'Brien will manage and direct all functions of Lafayette Life's individual marketing division, including operations, communications, sales/distribution, marketing support, retirement services and product development.

"With more than 25 years of life insurance industry experience, Larry brings a seasoned marketing approach that will help our team extend and deepen Lafayette Life's partnership with independent advisors," said Jerry B. Stillwell, president and chief executive officer of Lafayette Life.

Prior to joining Lafayette Life, O'Brien held several senior management positions with American General Life, a wholly owned subsidiary of American International Group, Inc. (AIG) in Houston, Texas, most recently serving as chief marketing officer of life business. O'Brien also served as vice president of marketing for Business Men's Assurance and as assistant vice president of field marketing for Connecticut Mutual Life.

A Chartered Life Underwriter, O'Brien holds a Bachelor of Arts in Sociology from the University of Delaware and a Master of Business Administration in Marketing and a Master of Arts in Sociology from the University of Massachusetts. He and his wife, Diane, will be relocating to Lafayette.

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About The Lafayette Life Insurance Company

The Lafayette Life Insurance Company provides life insurance and annuity products to individuals and small businesses through multiple distribution channels. The individual product portfolio includes whole life, senior age whole life, term life, universal life, immediate annuities, and indexed universal life and annuities. Lafayette Life serves small to medium-sized businesses by offering retirement services products and administrative services. Lafayette Life is licensed in 48 states and the District of Columbia. Lafayette 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 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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