

**FOR IMMEDIATE RELEASE****Contact:**

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**Western & Southern Financial Group® Appoints  
President of W&S Financial Group Distributors**

— *Mark E. Caner to Head Annuity Distribution* —

**CINCINNATI — Nov. 17, 2006** — Mark E. Caner has joined Western & Southern Financial Group® as president of W&S Financial Group Distributors, Inc., an operating unit of IFS Financial Services, Inc. (IFS).

Caner will be responsible for annuity sales, marketing, product management and sales support in all IFS distribution channels, including financial institutions, independent agents and broker-dealers. IFS, a wholly owned subsidiary of Western-Southern Life Assurance Company, distributes fixed, variable and immediate annuities from Western-Southern Life®, Integrity Life Insurance Company and National Integrity Life Insurance Company. All are member companies of Western & Southern Financial Group.

“Mark’s 16 years experience in the financial services industry makes him a valuable addition to the IFS leadership team. He brings visionary, steady leadership to our successful and rapidly expanding annuity distribution efforts,” said IFS President and Chief Executive Officer Jill T. McGruder. “On behalf of our family of companies, we welcome him aboard.”

Caner most recently served as vice president and national sales manager for a division of Nationwide Financial Services, Inc. There he led the sales and marketing efforts for variable and income annuities through banks, broker-dealers and wirehouses.

Caner holds a bachelor’s degree in finance and marketing from The Ohio State University and a master’s degree in finance from Capital University. His professional designations include Certified Financial Planner, Chartered Financial Consultant, Chartered Life Underwriter and Accredited Estate Planner.

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### **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 three core revenue-generating business units — W&S Financial Group Distributors, Inc., Touchstone Investments (Touchstone Advisors, Inc. and Touchstone Securities, Inc.) and Integrated Investment Services, 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. and Capital Analysts Incorporated. Integrated Investment Services is the investment services arm of IFS that provides fund administration, fund accounting, transfer agency and distribution services to the investment management industry.

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

Western & Southern Financial Group (W&SFG) is a Cincinnati-based diversified family of financial services companies with assets owned and under management in excess of \$40 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., Integrated Investment 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 NASD/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.*

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.

Ratings neither refer to the performance or safety of a product nor imply approval of it or its investment options. Ratings, as of 11/1/06, are subject to change.

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

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