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Western & Southern's Ross Named to Computerworlds' Premier 100 IT Leaders

Honorees to receive award during Premier 100 IT Leaders Conference.

CINCINNATI – Dec. 8, 2009 – Western & Southern Financial Group (Western & Southern) announced today that Doug Ross, vice president and chief technology officer, has been named as one of Computerworlds' 2010 Premier 100 IT Leaders honorees.

This year's Premier 100 spotlights 100 award leaders from both the technology and business sides of companies for their exceptional technology leadership, innovative ideas to business challenges and effectively managed IT strategies.

"Doug is certainly deserving of this recognition and works very hard to consistently elevate IT security at Western & Southern to the most effective level in today's environment, while still pushing the envelope to leverage new technology for innovative business models" said Clint Gibler, senior vice president and chief information officer for Western & Southern. "As a company, we have significantly benefited from his endeavors of keeping the flow of proprietary information into and out of the company secure."

The Premier 100 awards ceremony will be one of the highlights of *Computerworld's* annual Premier 100 IT Leaders Conference, being held March 7-9, 2010, at the JW Marriott Desert Ridge Resort in Phoenix, Ariz. The conference, to be attended by more than 375 influential senior IT executives, will showcase honorees and other IT innovators as they discuss how to create competitive IT organizations.

"The Premier 100 awards program shines a spotlight on the best of IT leadership and innovation," said Scot Finnie, editor in chief of *Computerworld*. "Despite a tough economy, these senior IT leaders are seizing this rare moment to steer measured growth, embark on innovative pilots and build loyalty in their most valued workers."

Ross joined Western & Southern in 2005 and is responsible for driving the introduction of technologies that effectively support business strategy, IT agility and future growth. Through the company, he volunteers his time with the Withrow High School Mentor Program, the Xavier University Executive Mentor Program, and serves the United Way of Greater Cincinnati as an account manager.

Launched in 1967, *Computerworld* serves as "The Voice of IT Management" and is one of the most trusted sources of IT news and analysis for management-level executives in medium-size to large-sized organizations.

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 \$43 billion as of Sept. 30, 2009. 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.

About Premier 100:

The Premier 100 was first created in 2000 to spotlight individuals who have had a positive impact on their organization through technology. These are individuals who manage internal IT organizations, mentor and motivate their IT teams and business colleagues, create a positive work environment, envision innovative solutions to business challenges and effectively manage and execute IT strategies. Each year nominees are invited to complete a survey that addresses a number of topics, including their background and experience and their attitude toward risk and innovation. Using Computerworld's IT Leader Index and using the data from the index, which is a measurement of how closely an individual matches our definition of the IT Leader, we analyze the data. Each year, 100 honorees are selected to receive this life-time recognition award.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series, and custom research forms the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). Computerworld leads the industry with an online audience of over 2 million unique, monthly visitors and a print audience of 1,059,000 readers each issue (IntelliQuest CIMS Spring 2009). Computerworld is published by International Data Group (IDG), the world's leading technology media, research and event company. Company information is available at <http://www.idg.com>.

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