

FOR IMMEDIATE RELEASE:**Contact:**

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**Western-Southern Life Assurance Company Enhances Select Policies
with Waiver of Premium Unemployment Rider**

CINCINNATI — Dec. 18, 2006 — Western-Southern Life Assurance Company (Western-Southern Life) announced that it will begin providing a Waiver of Premium Unemployment Rider (Rider) with select policies it offers to consumers through their captive agency force.

The Rider will be available on ARCT, 10-, 15-, 20-, and 30-year level term plans. Western-Southern Life will waive the premium of the Rider and base policy to which it is attached for up to six months while the Rider is in force and while the insured is collecting unemployment benefits. The cost of the Rider is three percent of the total premium waived.

“In life there are a lot of things that are uncertain . . . including the economy and the state of someone’s employment,” said Jim Deluca, vice president of marketing at W&S Agency Group. “This waiver will give policyholders some peace of mind that if they lose their job and collect unemployment benefits they will have the option to retain their policy for up to 6 months. We promised to be here for our policyholders when they need us and this is evidence that we will be here for our policyholders when their future is uncertain.”

To be eligible, the policyholder must be employed 30 hours per week at the time of the issue and between the ages of 25 and 59. The Rider can be added at the time the life insurance policy is issued and can be terminated at any time. It is not available in all states, nor is it available for the first six month and for five years after it is used.

For a complete listing of the Rider’s features, product illustrations or information on state availability, contact the Client Relationship Center at (800) 921-1993. Additional information is also available at www.wslife.com.

About Western-Southern Life Assurance Company

Western-Southern Life Assurance Company, established in 1981, is a member of Western & Southern Financial Group. It provides interest-sensitive and term life insurance products and annuities through its licensed insurance agents, enterprise companies, and banking partners.

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,^{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., Integrated Investment Services, Inc., Integrity Life Insurance Company, The Lafayette Life Insurance Company, National Integrity Life Insurance Company, Todd Investment Advisors, Inc.,¹ Touchstone Advisors, Inc.,¹ and Touchstone Securities, Inc.² For more information, visit 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.

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