

Columbus Life Insurance Company



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FOR IMMEDIATE RELEASE

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Columbus Life Insurance Company Celebrates “Century of Excellence”

100 years of service with innovative products, personal service, strong results

CINCINNATI — Nov. 16, 2006 — Columbus Life Insurance Company, a member of Western & Southern Financial Group® (W&SFG), is celebrating 100 years of providing solutions to personal, business and financial planning challenges with life insurance and annuity products.

Columbus Life was established as the Columbus Life Mutual Insurance Company in Columbus, Ohio, on Nov. 17, 1906. It merged with The Western and Southern Life Insurance Company in 1989, and, at that time, the company became Columbus Life Insurance Company. The company remained located in downtown Columbus until moving to the parent company's corporate offices in Cincinnati in mid-1996.

The life insurance company provides personal life, retirement and business planning solutions for the affluent and upper-middle income markets through a nationwide network of more than 2,500 independent financial professionals, financial services organizations, banks and broker/dealers. Columbus Life is a member of one of only 10 financial groups with ratings of AA+ rating by Standard & Poor's; AA+ rating by Fitch; A++ rating by A.M. Best Co.; Aa2 rating by Moody's; and 98 ranking by Comdex.

“Columbus Life's achievement reflects the company's legacy of principled leadership, operational excellence, strong financial results, and personalized customer service,” said Lawrence L. Grypp, president and chief executive officer of Columbus Life.

John F. Barrett, chairman, president and chief executive officer of W&SFG, commends Columbus Life associates for fostering life-long relationships with their stakeholders. “Columbus Life has provided a cornerstone for financial stability in the lives of thousands of families and businesses, safeguarding their investments and providing a quality of life and peace of mind,” he said.

“We recognize that our clients frequently have complex planning needs and yet they desire simple, tailored designs and competitive features,” said Mark Wilkerson, senior vice president and chief marketing officer for Columbus Life. “We continue our century of leadership in meeting these kinds of needs through a defined vision, industry specialization and sustained results for our clients.”

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Columbus Life's product portfolio includes universal life insurance, survivorship universal life, term life insurance, and fixed annuities. Additionally, it offers variable universal life and survivorship variable universal life through registered representatives via its Radnor, Penn., based subsidiary Capital Analysts Incorporated, a broker/dealer and registered investment advisor, as well as other broker/dealers around the country.

For a complete list of the Columbus Life products or information on state availability, contact Columbus Life at (800) 677-9696, Option 4. Additional information is also available at www.columbuslife.com.

About Columbus Life

Columbus Life Insurance Company provides life insurance and annuity products for clients in 49 states and the District of Columbia through a nationwide network of independent producers and registered representatives. Columbus Life is a member of Western & Southern Financial Group.

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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