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Lafayette Life Finds New Home in Cincinnati**– Relocation brings about 150 new jobs to Cincinnati –**

CINCINNATI – July 11, 2011 – The Lafayette Life Insurance Company (Lafayette Life) has completed the relocation of all of its operations to Cincinnati after more than a century of business in Lafayette, Ind.

According to John F. Barrett, chairman, president and chief executive officer of Western & Southern Financial Group, the move was an important – and necessary – step for Lafayette Life to enhance its competitive position in the financial services industry. “Relocating Lafayette Life to Cincinnati allows us to use our capacity and resources to help build on Lafayette Life’s strengths and enhance its support by taking full advantage of our scale through the back office services we have built.”

“Indiana and the Lafayette community both have been truly outstanding places to do business,” said Jerry B. Stillwell, president and chief executive officer of Lafayette Life. “However, we needed to fully leverage the capacity, resources and financial strength of Western & Southern Financial Group in order to ensure a successful second century for Lafayette Life and our customers. Moving to Cincinnati is allowing us to do just that.”

Of the 159 associates with Lafayette Life when it announced its move to Cincinnati on Jan. 11:

- 8 regional sales vice presidents agreed to continue working for Lafayette Life across the country in their current roles and locations;
- 143 home office associates in good standing were offered positions in Cincinnati with comparable salary and benefits (8 associates were ineligible to receive an offer);
- 56 full-time associates accepted positions in Cincinnati with relocation assistance from Western & Southern;
- 22 associates retired from Lafayette Life; and
- 65 associates declined to move to Cincinnati and accepted severance benefits as well as outplacement services from Lafayette-area firms – Right Management in Indianapolis and Tecumseh Area Partnership, Inc. in Lafayette (so far, 18 of the 65 associates – about 28 percent – have found jobs).

In Cincinnati, approximately 50 associates will comprise the core business unit of Lafayette Life and an additional 48 associates will directly support Lafayette Life operations through a dedicated Insurance Operations team that includes New Business, Underwriting, Customer Service and Claims. Another 50 associates will provide indirect support to Lafayette Life and other companies across Western & Southern through shared services areas that include Actuarial, Corporate Financial Planning, eBusiness, Human Resources, Information Services, Internal Audit, Law and Public Relations-Corporate Communications.

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“Lafayette Life’s transition to Cincinnati has gone as anticipated, and we are excited to have them on board here,” Barrett said. “The future of Lafayette Life is looking bright. The move has positioned the company well for a strong second century and beyond.”

As the company previously announced, Lafayette Life remains a distinct insurance company with the same name, company logo, and marketing and distribution structure. Most of its senior leadership team, including Stillwell, Debbie Vargo, Larry O’Brien, Larry Silverstein, Greg Mitchell and Scott Allhands, have moved to Cincinnati to continue to serve Lafayette Life.

Effective immediately, Lafayette Life’s primary mailing address is 400 Broadway, Cincinnati, OH 45202. Its offices are on the 28th floor of Great American Tower at Queen City Square.

With the addition of Lafayette Life’s workforce, Western & Southern employs more than 2,000 associates at its home office campus in downtown Cincinnati. Its employment nationwide is nearly 4,300.

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 a 105 year-old company and is licensed in 48 states and the District of Columbia. Lafayette Life, a member of Western & Southern Financial Group, is rated AA+ Very Strong by Standard & Poor’s (second highest of 21 ratings; held since August 2005), A+ Superior by A.M. Best for financial strength (second highest of 16 ratings; held since June 2009), AA Very Strong by Fitch (third highest of 21 ratings; held since June 2009); and its Comdex ranking, which is a composite of all ratings a company receives, is 97 out of 100.

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 \$52 billion as of March 31, 2011. A Fortune 500 company, Western & Southern has received Standard & Poor’s AA+ Very Strong rating (one of the eight highest-rated 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 Open tennis tournament.

¹ A registered investment advisor.

² A registered broker-dealer and member FINRA/SIPC.

³ Member FDIC.

Ratings refer to the claims-paying ability of the insurance company and not to the safety, stability or performance of any investment product.