



Lafayette Life
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FOR IMMEDIATE RELEASE

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The Lafayette Life Insurance Company Enhances Popular Fixed Indexed Annuity

– Marquis[®] SP expands allocation options tied to Goldman Sachs multi-asset class –

CINCINNATI — Oct. 13, 2016 — The Lafayette Life Insurance Company, a provider of whole-life insurance, annuities and retirement plans, announced today that it has enhanced its Marquis[®] SP, a single-premium, deferred, fixed indexed annuity.

Lafayette Life has added one- and two-year, point-to-point allocation options associated with the GS Momentum Builder[®] Multi-Asset Class (GSMAC) Index, sponsored by Goldman, Sachs & Co. (Goldman Sachs). The new options are in addition to Marquis[®] SP's three-year, point-to-point allocation option associated with the GSMAC Index.

"We want our valued partners to have choices when it comes to positioning our products for their clients. These enhancements to our Marquis[®] SP give them additional interest-crediting periods associated with the Goldman Sachs-designed index," said Bryan C. Dunn, president and CEO of The Lafayette Life Insurance Company. "Now they can offer their clients shorter terms that credit interest, while laddering multiple terms of varying lengths."

The GSMAC Index utilizes a volatility-control design that aims to minimize swings in the index and smooth returns in both falling and rising markets. The annuity's account value can never decline due to index performance, and there is no interest-rate cap or interest-spread fee on the GSMAC index.

"We've found the Goldman Sachs-sponsored index to be an extremely popular allocation option," Dunn explained. "We are excited about the expansion of our relationship with Goldman Sachs and the ability it gives us to provide our producers and their clients with a high level of flexibility."

About Lafayette Life Insurance Company

With more than one hundred years of service to policyholders, The Lafayette Life Insurance Company is a financially strong provider of individual life insurance, annuities, and retirement and pension products and services. Lafayette Life is a member of Western & Southern Financial Group, Inc., a family of financial services companies whose heritage dates back to 1888. With the strength of our organization and our ongoing commitment to servicing you, your business and your family, The Lafayette Life Insurance Company is a company you can depend on. Find out more about our financial strength and distinguished history at www.lafayettelife.com.

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About Western & Southern Financial Group

Founded in Cincinnati in 1888 as The Western and Southern Life Insurance Company, Western & Southern Financial Group, Inc. (Western & Southern), a *Fortune* 500 company, is now the parent company of a group of diversified financial services businesses. Its assets owned (\$45.1 billion) and managed (\$22.8 billion) total \$67.9 billion as of July 31, 2016. Western & Southern is one of the strongest life insurance groups in the world. Its six life insurance subsidiaries (The Western and Southern Life Insurance Company, Western-Southern Life Assurance Company, Columbus Life Insurance Company, Integrity Life Insurance Company, The Lafayette Life Insurance Company and National Integrity Life Insurance Company) maintain very strong financial ratings and a Comdex Ranking of 96. Other member companies include Eagle Realty Group, LLC; Fort Washington Investment Advisors, Inc.¹; IFS Financial Services, Inc.; Peppertree Partners LLC¹; Touchstone Advisors, Inc.¹; Touchstone Securities, Inc.²; W&S Brokerage Services, Inc.²; and W&S Financial Group Distributors, Inc. For more information on the Western & Southern family of companies, visit www.westernsouthern.com. Western & Southern is the title sponsor of the Western & Southern Open (www.wsopen.com), a premier event in the U.S. Open Series played each August by the world's top-ranked professional male and female tennis players.

¹ A registered investment advisor.

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

For current ratings, please visit <http://www.westernsouthern.com/industry.asp>.

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Product is issued by The Lafayette Life Insurance Company, Cincinnati, OH. The Lafayette Life Insurance Company operates in D.C. and all states except AK and NY, and is a member of Western & Southern Financial Group, Inc. Contract series ICC14 ENT-03 1406, ICC14 ER.03 GLWB-I 1406, ICC14 ER.04 GLWB-S 1406, ICC14 EE.21 GMAV-7 1406, ICC14 EE.22 GMAV-10 1406, ICC14 EE.23 SI-MY-PTP 1406, ICC14 EE.23 SI-PTP 1406, ICC14 EE.23 SI-MA 1406, ICC15 EE.23 SI-OY-PTP 1511, ICC14 EE.25 WWC 1406, ENT-03 1406, ER.03 GLWB-I 1406, ER.04 GLWB-S 1406, EE.21 GMAV-7 1406, EE.22 GMAV-10 1406, EE.23 SI-MY-PTP 1406, EE.23 SI-PTP 1406, EE.23 SI-MA 1406 and EE.25 WWC 1406.

Payment of the benefits of The Lafayette Life Insurance Company products is the obligation of, and is guaranteed by Lafayette Life. Guarantees are based on the claims-paying ability of Lafayette Life. Products are backed by the full financial strength of Lafayette Life.

Earnings and pre-tax payments are subject to ordinary income tax at withdrawal. Withdrawals may be subject to charges. Neither Lafayette Life, nor its agents, offer tax advice. For specific tax information, consult your attorney or tax advisor. Interest rates are declared by the insurance company at annual effective rates, taking into account daily compounding of interest. Product and feature availability, as well as benefit provisions, vary by state. See your financial professional for product details and limitations.