

# One of the Eight Strongest Life Insurance Groups in the World\*

Western & Southern Financial Group (Western & Southern) is incredibly strong on the financial front. The disciplined way we approach our business has resulted in a financial strength that is at the top of the industry. We are one of the eight strongest life insurance groups in the world among those rated by Standard & Poor's. As one of the highest-rated insurers, we were profiled in *Best's Review* magazine (July 2010) among 11 life/health insurers that have maintained an A or higher financial strength rating for the past 75 years.

## A History of Financial Strength: Western & Southern Financial Group

- **Beyond a Century of Success**

Our heritage began in 1888 when our founders sought to make financial security attainable for ordinary citizens. They achieved their goal by establishing The Western and Southern Life Insurance Company. The leaders who followed them expanded their vision. Today, Western & Southern is a rapidly growing, service-oriented family of companies providing life and health insurance, annuities, mutual funds and investment management to millions of people.

- **A Mutual Holding Company**

As a mutual holding company that is not publicly traded, Western & Southern is not subject to the short-term market pressures that put a priority on short-term results. Instead, we invest for the long term. We continuously monitor and adjust our investment portfolios using rigorous asset-to-liability management processes. The result is a focused and disciplined portfolio that is aligned with the long-term interests of our policyholders.

- **Culture, Capital, Capacity and Competence**

The four cornerstones of our business model are culture, capital, capacity and competence. Our emphasis on doing what is right for our customers, our robust financial performance, our ability to do more with less, and our respected position within the financial services industry continue to contribute to Western & Southern's stability and success. We remain steadfast in our passionate and unwavering focus on customers — a hallmark of our company for more than 120 years.

- **Diversification and Growth**

Western & Southern continues to exemplify strategic diversification by expanding our family of companies and introducing a full array of financial products and services. We have been a Fortune 500 company since 2004 based on consistent sales and earnings growth. Today, our enterprise includes more than 14 member companies offering life and health insurance, investment management, annuity and mutual fund products and services, and financial services. Collectively, our diversification can help minimize risk and maximize performance for our customers, particularly during changing economic cycles and volatile markets.

\* Based on Standard & Poor's AA+ rating. Rating current as of April 15, 2011.



W&S Financial  
Group Distributors

A member of Western & Southern Financial Group

## We Will Be There When Our Customers Need Us

Financial stability is critical for any high-performance organization. However, it becomes even more essential during downturns in the economy. One measure of financial stability is industry ratings.

All our financial strength ratings by independent rating agencies — A.M. Best, Standard & Poor's, Fitch and Moody's — underscore the exceptional financial strength of the Western & Southern family of companies. Western & Southern is one of the eight strongest life insurance groups in the world based on Standard & Poor's ratings, and we have a "Stable" outlook from all rating agencies. With a high Comdex score, which is a composite of all the ratings we receive, we are among the top life insurance companies in our industry for financial strength.

Industry Ratings				
A.M. Best	Standard & Poor's	Fitch	Moody's	Comdex
A+ Superior	AA+ Very Strong	AA Very Strong	Aa3 Excellent <sup>1</sup>	97 out of 100
Superior ability to meet ongoing insurance obligations	Very strong financial security characteristics	Very strong capacity to meet policyholder and contract obligations on a timely basis	Excellent financial security	Composite of all ratings a company receives
<i>(second highest of 16 ratings; held since June 2009)</i>	<i>(second highest of 21 ratings; held since August 2005)</i>	<i>(third highest of 21 ratings; held since June 2009)</i>	<i>(fourth highest of 21 ratings; held since February 2009)</i>	

The ratings published in this flyer are correct as of April 15, 2011, and are subject to change. Ratings refer to the financial strength of the insurance company and do not reflect the performance or safety of any investment product. The rating agencies listed above are independent of each other and use proprietary evaluation criteria and rating scales.

<sup>1</sup> The Lafayette Life Insurance Company is not rated by Moody's.

## Providing Real Value to Our Customers

Western & Southern Financial Group and our family of companies strive to be the absolute best at everything we do in our pursuit of excellence. We understand that providing real value to our customers and keeping them in the forefront of our vision are the keys to our success. Our goal is to be an extraordinary long-term personal financial services organization — a world-class financial services powerhouse worthy of our founders' vision and our customers' ongoing confidence.

*For more information, visit [WSFinancialPartners.com](http://WSFinancialPartners.com)  
or contact your financial representative.*

Integrity Life Insurance Company, Cincinnati, OH, operates in all states except NH, NY, ME and VT, where National Integrity Life Insurance Company, Goshen, NY, operates. Western-Southern Life Assurance Company, Cincinnati, OH, operates in all states except AK, ME, NH, NY and RI. All are members of Western & Southern Financial Group. W&S Financial Group Distributors, Inc., is an affiliated agency of the insurers and has no financial responsibility for their products.