

AnnuiChoice®

Flexible Premium Variable Annuity



RISK MANAGEMENT FINANCIAL SOLUTIONS

A prospectus must accompany or precede this material.



A member of Western & Southern Financial Group

Issuers: Integrity Life Insurance Company | National Integrity Life Insurance Company



What Will You Make of Your Future?

Retirement. Your retirement. What does it mean to you? What will it be for you?

Does it declare “freedom?” Is it being liberated to start a business, cruise the world, make memories at family getaways, master a hobby or settle down in that special retreat overlooking the mountains or beach?

Or does it beckon “familiarity?” Do you crave the certainty of improving the home that centers your world, expanding time spent in shared pursuits with family and friends, becoming a fixture at the club where more tennis and golf await or continuing to drive the latest model of your favorite car every year?

Look ahead. Whether the adventure of freedom — or the assurance of familiarity — appeals most to you, one factor underpins both: financial confidence. Greater freedom and greater familiarity in retirement depend on financial confidence and control that enable you to pursue retirement possibilities on your terms.

When can you start living your dreams?

Achieving a full and satisfying retirement requires an income that will allow you real lifestyle choices. A rule of thumb says that you will need about 70% of your working income to maintain your same standard of living during retirement. Many people plan for the basics and forget the extras that add to the quality of retirement life. More than half of your retirement income will come from your pension and retirement savings plans, and your personal resources. Are you ready for this challenge?



■ 18.5% Pension and Retirement Savings Plans
■ 45% Personal Investments, Savings, Earnings and Other
■ 36.5% Social Security

Source: Social Security Administration, 2010.

Consider a Variable Annuity

As a long-term financial vehicle designed for retirement purposes, a variable annuity can be an excellent addition to your retirement wealth-building strategy when used as designed. When purchasing a variable annuity contract, an insurance company agrees to accept contributions from you and contractually provides you a future income or a lump-sum payment.

A variable annuity invests your contributions in variable account options. Contributions are allocated among a variety of investment options — or sub-accounts — with objectives ranging from aggressive to conservative. Your return is tied to the performance of the underlying investments of the sub-accounts. Variable annuity purchasers often accept a higher level of risk in return for greater growth potential.

Fees and charges include, but are not limited to, mortality and expense risk charges, administrative fees, contract fees and additional charges for optional benefits. Withdrawals also may be subject to charges, and will reduce annuity contract benefits and values. Refer to the product prospectus for complete information.



Prepare for Your Future with a Variable Annuity

The steps you take now to prepare and save for your journey to retirement will have a tremendous impact on your future financial security. A longer lifespan means you may face several decades of exposure to unforeseen risks that could wreak havoc on your retirement. Rising medical costs and the unclear future of pensions and Social Security shift more of the responsibility of saving to you. The more money you save, the more secure and comfortable a retirement you can achieve. Achieving your desired retirement depends on capitalizing on the things you can control. Considering the following common advantages of a variable annuity could help you control your financial future.

Growth Potential

You may invest among a variety of sub-accounts in one convenient vehicle. Your choices encompass a broad array of investment styles and asset classes. Each sub-account is managed to a specific investment objective by a team of professionals.

Professional Money Management

You may personally lack the time, resources or background for managing your investments with confidence. Professional money managers manage the underlying investments of the sub-accounts in a variable annuity.

Safety of Principal

Some annuities may allow you to choose to earn a fixed rate of return on a portion of your investment allocated to a fixed account. You select an allocation that best suits your risk tolerance.

Lifetime Income Stream

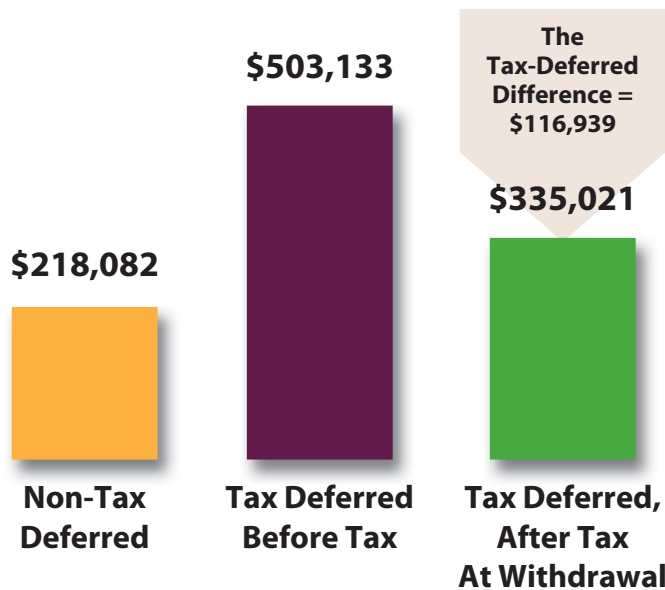
More than three in four annuity owners say they will use their annuity savings for retirement income.¹ A variable annuity offers retirement income options that can last a lifetime — confidence only an annuity can offer. The security of knowing you won't outlive your income is a critical component of retirement planning given today's longer life expectancies.

¹ Source: 2009 Gallup Survey of owners of Non-Qualified Annuities.

Benefits of AnnuiChoice

Tax Deferral

Because taxes aren't due until withdrawals are taken, your annuity assets compound faster than currently taxed alternatives growing at the same rate. Your money earns interest, your interest earns interest and the money you would have otherwise paid in taxes earns interest. Tax deferral can be an important feature, particularly if you may be in a lower income tax bracket when you begin taking withdrawals. And when you make a withdrawal or start receiving income payments from your annuity, applicable taxes will be due. If your annuity withdrawals are spread out over an extended period, so are your taxes. Withdrawals of taxable amounts ultimately will be subject to ordinary income tax and, before age 59½, will generally be subject to a 10% IRS penalty tax. If purchasing a variable annuity through a qualified plan, the tax-deferral advantage will not apply.



This hypothetical illustration assumes a \$50,000 lump-sum investment compounding without withdrawals for a 30-year period. A hypothetical 8% rate of return is used for illustrative purposes only. Hypothetical returns neither predict nor project actual performance of any product or investment option. A combined federal and state tax rate of 37.1% (33% federal, 4.1% state) is assumed. Your actual tax rate may differ. There is a 10% federal tax penalty for annuity withdrawals before age 59½. Charges and fees of the tax-deferred product are not included. If they were, results would be lower. Lower tax rates on capital gains and dividends would make the return of the taxable investment more favorable, thereby reducing the difference in the performance between the accounts shown. Consider your personal investment horizon and income tax bracket, both current and anticipated, when making an investment decision as these may further impact the results of the comparison. Tax rates and tax treatment of earnings may impact comparative results.

After-Tax Contributions

Tax-qualified retirement plans have annual limits on contributions. In contrast, provided that your annuity is not part of a tax-qualified plan, there are no federal or state limits on the contributions you can make each year. That's especially important if you've already maximized your qualified plan contributions or are making up for lost time in building your retirement assets.

No Initial Sales Charge

Your money goes to work for you immediately. If you make a withdrawal in the early years, however, a withdrawal charge, as well as tax consequences, may apply. Consult the annuity contract or prospectus for product fees and charges.

Flexibility

You may choose from a range of investment sub-accounts and make transfers among those sub-accounts free of current taxes. As personal circumstances or market conditions change, you can adjust your investment options.

Accessibility

Typically, you may withdraw up to 10% of your account value annually without a charge. Greater withdrawals may be available without a charge if certain specified life events impact you and your finances. Withdrawals of taxable amounts will be subject to ordinary income tax and, before age 59½, will generally be subject to a 10% IRS penalty tax.

Death Benefit

A variable annuity helps protect the future well-being of your loved ones. Some variable annuities provide the contract's named beneficiary with a death benefit. That may mean your beneficiary will receive the greater of your contributions (adjusted for withdrawals) or your current account value. In addition, some variable annuities offer an enhanced death benefit for an additional charge. Such protection enhances your freedom to make more aggressive long-term allocations secure by knowing your beneficiary is afforded a degree of protection from short-term market risk.

*Weigh the Potential Risks and Rewards.
The Benefits of a Variable Annuity Are Too Many to Ignore.*

Achieve Your Goals for Financial Confidence

AnnuiChoice is a flexible premium variable annuity issued by Integrity Life Insurance Company, Cincinnati, Ohio, and National Integrity Life Insurance Company, Goshen, New York. Both are members of Western & Southern Financial Group. AnnuiChoice can help you achieve your goals for financial confidence as one of today's tax-deferred variable annuities. Add value to your retirement planning strategies with the investment flexibility, wide array of convenient features and versatile benefits AnnuiChoice provides in one solution.

An Exclusive Lineup of Allocation Options

When you're striving to achieve the most important savings goal of your life, you want all available options on your side. You may lack the time, resources or knowledge for managing your investment portfolio with confidence. AnnuiChoice provides professional money managers operating within dedicated areas of concentration.

Professional management expertise. Put the power of financial markets in your hands, with professionally managed sub-accounts encompassing a range of asset classes and investment philosophies. Each sub-account provides access to a portfolio management team focused on achieving the stated objective of the investment option.

Alternative investment strategies. Pursue broader diversification beyond traditional stocks and bonds. Alternatives exist in sub-accounts managing assets such as commodities and real estate, as well as in sub-accounts employing investment strategies and options that challenge conventional thinking and seek opportunities in a wide range of market conditions. Endeavor to manage risk by investing among a diverse array of sub-account options not generally available in a variable annuity.

Guaranteed rate options. Make contributions to guaranteed rate options. In exchange for accepting certain restrictions, you gain the assurance of knowing your return is guaranteed for the period you select.

Flexibility for ease in diversification. Allocate assets among a wide range of variable and fixed account options without incurring current taxes. Diversification may allow for more consistent performance under a wide range of economic conditions. You maintain the flexibility to alter your investment allocation strategy to meet evolving goals or respond to changes in the market.

AnnuiChoice Product Summary

Annuitant Issue Age

0–85

Retirement Plans

Traditional and Roth IRAs are available. This product may be a suitable option for rollovers from KEOGH, 401(k), SEP or other tax-qualified plans. Different rules apply for tax-qualified plans. Consult your plan administrator or tax advisor for details.

Contributions¹

Minimum Contributions	Maximum Contribution*
\$10,000 Initial	\$1,000,000 Age 0–75
\$100 Additional	\$500,000 Age 76–85

* Contributions in excess of maximum require prior company approval.

Variable Investment Options

AnnuiChoice offers a broad array of investment styles and asset classes. Each investment option provides access to professional portfolio management.

Guaranteed Rate Options²

Integrity and National Integrity guarantee a fixed rate of interest for various periods, subject to a minimum interest rate on fixed account options as defined by the annuity contract.

1 In WA, this product is a modified single premium variable annuity and contributions are only accepted in the first contract year.

2 Guaranteed Rate Options not available in WA.

AnnuChoice Product Summary *(continued)*

Systematic Transfer Options (STO)

Integrity and National Integrity guarantee a fixed rate of interest for either six or 12 months. Each contribution must be transferred to variable account options within the guaranteed period. Transfers in equal installments of not less than \$1,000 each must be made on a monthly basis from the six-month STO, and on a monthly or quarterly basis from the 12-month STO.

Dollar Cost Averaging

There are three ways to transfer among fixed or variable account options using dollar cost averaging:

- Funds can be transferred from the money market to fixed or variable account options on a monthly, quarterly, semiannual or annual basis (\$250 minimum).
- The six-month STO can be transferred to variable account options on a monthly basis (\$1,000 minimum).
- The 12-month STO can be transferred to variable account options on a monthly or quarterly basis (\$1,000 minimum).

Dollar cost averaging does not assure a profit, nor does it protect against a loss in declining markets. For dollar cost averaging to be effective, investors should continue to invest during both market ups and downs, and consider their financial ability to maintain a consistent level of investment over time.

Asset Rebalancing

Asset rebalancing periodically resets your investments to your designated allocations. Available monthly, quarterly, semiannually or annually, resets ensure that your asset mix remains in line with your investment strategy. Asset allocation neither guarantees return nor protects against loss.

Transfers

Up to 12 transfers among investment options may be made annually, free of charge. Thereafter, the account will be charged \$20 for each transfer. The minimum transfer amount is \$250.

Access

Up to 10% of account value (noncumulative) may be withdrawn each contract year without incurring a withdrawal charge or a market value adjustment. Withdrawals of taxable amounts will be subject to ordinary income tax and, before age 59½, will generally be subject to a 10% IRS penalty tax. The \$300 minimum withdrawal amount is reduced to \$100 if taken through a systematic withdrawal program that is available free of charge.

Withdrawal Charge

A contribution-based charge applies to amounts in excess of the free withdrawal provision and decreases over time based on the number of years that have elapsed since the contribution was received. The withdrawal charge will be the following percentages of the applicable withdrawal amount:

Integrity:	Contribution Year	1	2	3	4	5	6	7	Thereafter
	Withdrawal Charge	8%	7.5%	7%	6%	5%	4%	3%	0%

National Integrity:	Contribution Year	1	2	3	4	5	6	7	Thereafter
	Withdrawal Charge	7%	6%	5%	4%	3%	2%	1%	0%

Withdrawal Charge Waivers

Provided Integrity and National Integrity receive prior required notification, withdrawal charges and market value adjustments (upward or downward) may be waived for hardship distributions. Eligible hardships include disability (National Integrity only) or unemployment, terminal illness and medical care (including nursing home, hospital and long-term care facility confinement) (Integrity only)! Similarly, required minimum distributions may also qualify for waivers.

Beneficiary Protection

Regardless of your annuity investment performance, the standard death benefit guarantees that during the accumulation period, your beneficiary will receive the greatest of:

- Total contributions (adjusted for withdrawals)
- Current account value
- Account value on the seventh contract anniversary (adjusted for subsequent contributions and withdrawals)²

Your annuity contract allows death benefit proceeds to be paid directly to the named beneficiary without the delay, expense and publicity of probate.

1 The hardship waiver is not available in SD and does not include unemployment in IN, MT, NJ, SC, TX and WA.

2 Not available to annuitants age 74 years or older at time of purchase.

AnnuiChoice Product Summary *(continued)*

Market Value Adjustment (MVA)*

Timing is always important when you withdraw funds from your variable annuity. For example, if a sub-account's value has increased since you invested in it, you may profit. Conversely, if a sub-account's value has decreased since you invested in it, you may incur a loss. Something similar occurs when you move funds from a guaranteed rate option before the end of its guarantee period. An MVA — market value adjustment — can positively or negatively impact your contribution's value.

An MVA applies only to transfers and withdrawals from Guaranteed Rate Options (GRO) before the end of the guarantee period. It reflects the impact of any change in interest rates from the time the guarantee period was selected. Generally, if the guaranteed interest rate has *increased* since the time of your contribution, the MVA will *reduce* the GRO value distributed. That means less money to you. On the other hand, if the guaranteed interest rate has *decreased* since the time of your contribution, the MVA will *increase* the GRO value distributed. That means more money to you.

It's important to note that no MVA applies to transfers during the last 30 days of the GRO period. It does however apply at all other times, including upon annuitizations and withdrawals in excess of the free withdrawal amount.

The MVA will not result in a return of less than the contribution to the GRO, less transfers, withdrawals and associated withdrawal charges, plus the minimum interest guaranteed on the contract. Administrative charges, optional benefit charges and withdrawal charges may reduce this amount.

Contract Fees

Annual administrative charge: \$30 (waived for account values of \$75,000 or more). Annual mortality and expense risk charges: 1.15% (does not apply to fixed accounts). Transfers: \$20 each after 12 discretionary transfers per year (does not apply to dollar cost averaging, systematic transfer option and asset rebalancing transfers).

* A market value adjustment will be applied to early transfers, withdrawals and if applicable, annuitizations.

AnnuiChoice Optional Benefits

At issue, you can elect optional benefits for additional charges. When either the guaranteed lifetime withdrawal benefit or the enhanced earnings benefit is elected, the other may not be.

Guaranteed Lifetime Withdrawal Benefit¹

Guaranteed Lifetime Income Advantage is an optional benefit available at issue, provided the (older) annuitant is age 50–80 (60–80 National Integrity spousal), for an additional charge. It can provide predictable, sustainable income for life while still allowing you to maintain a measure of control over the assets in AnnuiChoice. When withdrawals are limited to the benefit's lifetime payout amount, that income is protected from market losses. The annual charge is 0.90% for individual or 1.15% for spousal (up to 1.20% and 1.60% maximum, respectively) of the benefit's payment base.

Enhanced Death Benefit

In addition to a standard death benefit, AnnuiChoice features an optional death benefit available at issue, provided the annuitant is not over 70, for an additional charge. The enhanced death benefit offers the greater of:

- The highest account value on any contract anniversary (prior to the annuitant's 76th birthday), plus subsequent contributions, minus subsequent partial withdrawals; or
- The standard death benefit.

The annual charge is 0.20% of the account value (does not apply to fixed accounts).



¹ Spousal GLWB is not available in NH.

AnnuiChoice Optional Benefits *(continued)*

Enhanced Earnings Benefit (Integrity only)¹

The Enhanced Earnings Benefit is an optional benefit available at issue for an additional charge, provided the annuitant is under age 80. It provides an additional amount intended to offset the potential tax liability or other expenses your beneficiaries may incur when the contract's death benefit is paid. If there is no contract gain, no additional benefit is paid.

Issue Age	Benefit Paid	Annual Cost <i>(based on Account Value)</i>	Maximum Benefit <i>(% of Net Contributions*)</i>
0-59	40% of Gain	0.20%	150%
60-69	40% of Gain	0.40%	150%
70-79	25% of Gain	0.50%	150%

* Contributions less withdrawals

A comfortable retirement is the result of careful planning and skilled execution. AnnuiChoice gives you a world of choices in a variable annuity. Consult with your financial professional for planning your financial future.

¹ Not available in WA.



Western & Southern: Our Strength. Your Future.

Built on a heritage dating to 1888, Western & Southern Financial Group (Western & Southern) today stands strong. As a dynamic family of diversified financial services providers, Western & Southern has demonstrated resolve and resiliency throughout challenging economic cycles. We are a *Fortune* 500 company (*FORTUNE* magazine, May 2011). Our financial strength continues to be the cornerstone of our success. We are proud of our top-tier industry ratings, which you can check at WSFinancialPartners.com/ratings. Western & Southern remains committed to helping safeguard your future well-being with our strength, stability and full range of risk management financial solutions.

Variable annuities are issued by **Integrity Life Insurance Company**, Cincinnati, OH, and **National Integrity Life Insurance Company**, Goshen, NY. Integrity operates in DC and all states, except ME, NH, NY and VT where National Integrity operates. W&S Financial Group Distributors is an affiliated agency of the issuer. Issuer has sole financial responsibility for its products. All companies are members of Western & Southern Financial Group.

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims-paying ability of the insurer.

Earnings and pre-tax premium payments are subject to income tax at withdrawal. Withdrawals prior to age 59½ are generally subject to a 10% IRS penalty tax. **Integrity and National Integrity do not 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 details and limitations. Contract series INT96 Rev., INT96 FRL, INT95, INT 05-04-I, INT 07-04, INT-12 0707, IR.19 0801, IR.19 0801 SP, IR.20 0801, IR.20 0801 SP, NIL95, NIL 07-04 NY Cert, NIL-12 0707, NIL 07-04 SP NY Cert, NR.19 0801, NR.19 0801 SP, NR.19 0801 NY Cert, NR.19 0801 SP NY Cert, NR.20 0801, NR.20 0801 SP, NR.20 0801 NY Cert and NR.20 0801 SP NY Cert.

Variable annuities are tax-deferred insurance products. If you are investing through a tax-advantaged plan (such as an IRA or 401(k) rollover), you will receive no additional tax advantage or deferral from the annuity.

There is no guarantee of the investment performance or safety of the variable investment options of a variable annuity. Securities offered by Touchstone Securities, Inc.* Cincinnati, Ohio, a member of Western & Southern Financial Group. Investment return and principal value of an investment in a variable annuity will fluctuate, so units, when redeemed may be worth more or less than their original cost.

An investor should carefully consider the investment objectives, risks, charges and expenses of the investment found in the product and fund prospectuses. For prospectuses containing complete information, visit WSFinancialPartners.com or call 800.325.8583 (Integrity) or 800.433.1778 (National Integrity). Please read the prospectuses carefully before investing or sending money.

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

No bank guarantee	Not a deposit	May lose value	Not FDIC/NCUA insured	Not insured by any federal government agency
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