

Guaranteed Lifetime Income Advantage

Guaranteed Lifetime Withdrawal Benefit (GLWB)



RISK MANAGEMENT FINANCIAL SOLUTIONS

A prospectus must accompany or precede this material.

 **W&S Financial
Group Distributors**
A member of Western & Southern Financial Group

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

Considering a Variable Annuity?

Invest for Retirement

Sound financial decision-making begins with determining your goals, including their cost and time frame. The steps you take now will have a tremendous impact on your future comfort and confidence. Annuities are among the financial tools available to help address your needs as you save for retirement.

As a long-term investment designed for retirement planning and funding, a variable annuity issued by Integrity Life Insurance Company and National Integrity Life Insurance Company and distributed by Touchstone Securities, Inc., can be an excellent addition to your wealth-building strategy when used as designed. A variable annuity is a contract with an insurance company. You put money in to invest for retirement. When you retire, you can turn your savings into a stream of regular payments that are guaranteed for as long as you live.

In a variable annuity you allocate your contributions among investment options. Called "subaccounts," they are managed according to objectives that range from aggressive to conservative in nature. Your return is tied to the performance of the underlying investments of the subaccounts.

Because of the unique features an annuity can contain, the cost associated with owning it will vary. Fees and charges may include, but are not limited to, mortality and expense risk charges, administrative fees, contract fees and additional charges for optional benefits. Refer to the product and fund prospectuses for complete information.

Before You Buy

This brochure contains important details about the features, restrictions, expenses and operation of this variable annuity optional benefit. Read this brochure and the product prospectuses carefully before buying the benefit.

Get a Lifetime Income Advantage ... Guaranteed

Income for Life

Guaranteed Lifetime Income Advantage, an optional insurance benefit available for an additional charge with select variable annuities¹ from Integrity Life Insurance Company and National Integrity Life Insurance Company, can provide predictable, sustainable income for life while still allowing you to pursue potential growth. The “lifetime payout amount” cannot be exhausted by market losses or guaranteed withdrawals. Keep in mind that Integrity and National Integrity’s financial strength and claims-paying ability back the guarantee of this living benefit.

Confidence for Life

The primary benefit of Guaranteed Lifetime Income Advantage comes if market forces or guaranteed withdrawals — or a combination of both — deplete your account value. When your account value drops to \$0, Integrity and National Integrity will continue to provide a lifetime of income. Begin by considering:

- Will you take withdrawals from your variable annuity during retirement?
- Do you worry that market losses will reduce your retirement income?
- Can you predict your future income needs and commit to a course of action?

If you answer yes to any of these questions, discuss your situation with your financial professional. Carefully weigh your income sources, attitude toward risk and projected spending needs and goals from a long-term perspective. Consider whether receiving an annual income stream of approximately 5% of the amount of your original investment could help satisfy your income goals. Guaranteed Lifetime Income Advantage offers the potential to most benefit you through its flexibility, including the ability to take withdrawals for life.

Managing Today’s Risks Defines Tomorrow’s Choices

Position yourself to capture market gains while you secure a source of retirement income.

Guaranteed Lifetime Income Advantage offers:

- Income certainty at age 60 or later for as long as you live (or you and your spouse, if elected) — regardless of market performance — provided withdrawals are limited to the benefit amount
- Flexibility in determining how your contributions are invested and when your guaranteed withdrawals begin
- Growth potential for the income stream you are guaranteed to receive through a performance-based step-up opportunity or an age-based bonus opportunity

¹ AnnuChoice,[®] Pinnacle and AdvantEdge

Confidence in Unpredictable Markets and Uncertain Times

Just as a steady wind at your back aids you through a journey, sustained buying power aids you through a future of higher costs and longer life spans. Guaranteed Lifetime Income Advantage is designed for just such a pursuit. You elect single or spousal coverage.

What Determines My Guaranteed Lifetime Withdrawals?

Guaranteed lifetime withdrawals are based on a “lifetime payout amount,” the amount Integrity and National Integrity guarantee will be available for withdrawal each contract year. The lifetime payout amount is available on your first contract anniversary after your 60th birthday (called “age 60 contract anniversary”). Receiving the intended benefit requires limiting annual withdrawals to the lifetime payout amount.

What Determines My Lifetime Payout Amount?

Initially, the payment base is equal to your account value. Your payment base (and subsequently your lifetime payout amount) can then be enhanced in one of the following ways:

- An automatic step-up opportunity to capture market gains on each contract anniversary
- An annual bonus opportunity in the first 10 years, based on your age (available in contract years when withdrawals are not taken)

Your benefit amount will be tracked as a “step-up base” and a “bonus base.” Whichever is larger is considered your “payment base” when determining your lifetime payout amount under the benefit.

Greater of Step-Up Base or Bonus Base = Payment Base

In addition, the lifetime payout amount is based on your withdrawal percentage. Your age at your first withdrawal of the lifetime payout amount locks in your guaranteed withdrawal percentage. The withdrawal percentages are as follows:

Age of (Younger) Annuitant	Withdrawal Percentage
60–64	4.0%
65–69	4.5%
70–74	5.0%
75–79	5.5%
80 or older	6.5%

Confidence in Unpredictable Markets and Uncertain Times

$$\text{Payment Base} \times \text{Withdrawal Percentage} = \text{Lifetime Payout Amount}$$

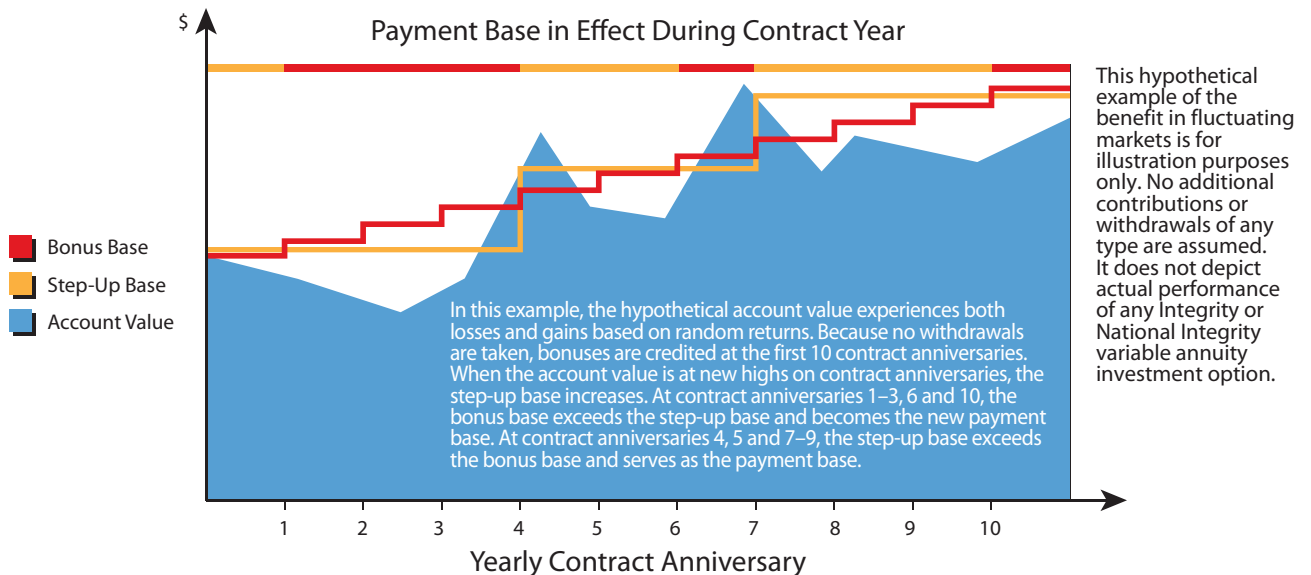
What Happens If My Account Value is Depleted?

Guaranteed Lifetime Income Advantages protects you. If your variable annuity account value is reduced to \$0 and your withdrawals have been limited to the lifetime payout amount, the benefit enters the guaranteed payment phase. Integrity and National Integrity will continue paying the lifetime payout amount as long as you live. If a nonguaranteed withdrawal exhausts the account value, the benefit ends.

If Account Value = \$0 and Payment Base > \$0 Then Guaranteed Payment Phase

Potential to Grow No Matter the Market

Growth potential for your guaranteed income stream comes through a performance-based step-up opportunity each year or an age-based bonus opportunity in the first 10 years. Because your payment base will be the greater of the step-up base or the bonus base, it has the potential to increase in both up and down markets.



Your Money: Your Call

New Horizons Await Your Retirement Journey

Investing for retirement is a climb of its own. Growth opportunities are essential for keeping your financial future on course. Easy access to professionally managed investment options and convenient investment diversification are added advantages as your money works for you. Guaranteed Lifetime Income Advantage combines them in an array of investment strategies.

Simplify your approach by investing completely within one of three broad strategies designed to suit individual needs and styles:

- **Self style** allocations by selecting within designated diversification ranges from a broad menu of variable investment options
- **Lifestyle** via select Touchstone Variable Series Trust Exchange-Traded Fund (ETF) Portfolios
- **Lifecycle** via select Fidelity VIP Freedom Fund Portfolios

Flexibility to adjust your course as winds shift is essential. Just as retirement plans are personal, so too are investment approaches. You maintain control of your allocations. Reallocate assets tax-free among a selection of investment choices as your needs or market conditions change. Note that transfers between subaccounts and allocation changes are limited to once every 90 days. Automatic rebalancing to your specified allocations occurs quarterly.



Tailor a plan by investing completely within one of four broad strategies designed to suit individual needs and styles.

Your Money: Your Call

Self Style with Diversification Opportunity

Exercise greater control by allocating throughout a menu of investment categories. Your variable annuity gives you access to diverse portfolio choices from professional money managers. Investment choices vary in risk exposure and return potential. Alternative investment options offer exposure to commodities, real estate options and various institutional investment techniques not commonly available in a variable annuity.

Achieve diversification within asset classes, as well as among them, by customizing your asset allocations among a menu of options. Your allocations must total 100%. Your financial professional can provide you details on the fund options available.

GLIA Investment Category	Allocation Range
Core Equity	40%–70%
International & Non-Core Equity	0%–20%
Fixed Income	30%–60%
Alternative, High Yield & Short-Duration	0%–10%



Your Money: Your Call

Lifestyle with iShares®

Utilizing iShares®, each Touchstone Variable Series Trust Exchange-Traded Fund (ETF) portfolio offered in your variable annuity is weighted in fixed percentages of assets designed for differing investment needs and risk tolerances.

- Touchstone VST Conservative ETF Fund
- Touchstone VST Moderate ETF Fund
- Touchstone VST Aggressive ETF Fund (maximum 50% allocation)

Lifecycle with Fidelity

Invest among four target-dated portfolio options featuring Fidelity VIP Freedom Funds®. Each targets a future retirement year and seeks to reduce volatility as that year approaches.

- Fidelity VIP Freedom 2010 Portfolio
- Fidelity VIP Freedom 2015 Portfolio
- Fidelity VIP Freedom 2020 Portfolio
- Fidelity VIP Freedom 2025 Portfolio



The Cost of Confidence

While you can't predict exactly which risks may impact a comfortable, confident retirement, you can prepare for them. The better you understand how Guaranteed Lifetime Income Advantage works, the better equipped you are to determine if it's right for you. Before you act, consider these key facts:

Buying the Benefit

- The benefit is available only at purchase of a variable annuity and the charge for it is in addition to the fees, charges and expenses of the underlying variable annuity.
- The owner must also be the annuitant. The age limits at issue for the (older) annuitant are no younger than 50 and no older than 80 (60–80 for National Integrity spousal). For spousal coverage, the younger spouse's age will be used to determine the lifetime payout amount available while either spouse is living. If your spouse and you are more than 10 years apart in age, this benefit may not be suitable.
- Purchase requires an initial contribution of at least \$25,000 to the variable annuity. Additional contributions must be at least \$1,000 and are accepted up to the annuitant's age 80.
- The additional annual charge is 0.90% (individual) or 1.15% (spousal) of the benefit's payment base. The actual cost will vary with the size of the payment base. For example, for a \$50,000 payment base with spousal coverage, the annual charge would be \$575. In addition, Integrity and National Integrity reserve the right to increase the charge up to a maximum of 1.20% (individual) and 1.60% (spousal).
 - If Integrity or National Integrity increases the annual charge, you will receive prior written notice of the increase and an opportunity to decline it. You may decline the increase by giving us written notice, but you will not receive any future step-ups that would otherwise take place after the effective date of the benefit charge increase.
- Certain systematic investment programs and other optional benefits are not available with Guaranteed Lifetime Income Advantage.

Lifetime Payout Information

Using the Benefit

- The lifetime payout amount is available on the contract anniversary after your 60th birthday. Withdrawals taken sooner, or for more than the lifetime payout amount, are not guaranteed, will reduce future guaranteed withdrawals and may incur withdrawal charges of the variable annuity.
- For spousal coverage, the younger spouse's age determines the lifetime payout amount.
- Your payment base is the total dollar amount used to calculate your benefit charge and lifetime payout amount. Any change in your payment base will change your lifetime payout amount.
- Your payment base will be the greater of your step-base and your bonus base:
 - Your step-up base equals your initial variable annuity contribution. It's then recalculated for additional contributions, nonguaranteed withdrawals and step-ups due to market gains, if any. Integrity and National Integrity will check your step-up base on each contract anniversary. If your variable annuity's account value exceeds your step-up base as of that date, that becomes your new step-up base. Market declines can never make it smaller. Even after you've begun taking income, your step-up base may continue to grow.
 - Your bonus base equals your initial variable annuity contribution. It's then recalculated for additional contributions, nonguaranteed withdrawals and bonuses, if any. Delay taking income and every year you don't withdraw money in the first 10 years, Integrity and National Integrity will add a bonus to your bonus base (not your variable annuity's account value). The bonus will be your bonus percentage multiplied by your net contributions (that is, your contributions less your withdrawals, if any). The bonus percentages are as follows:

Age of (Younger) Annuitant When Bonus is Calculated	Bonus
64 or younger	4.0%
65–69	4.5%
70–74	5.0%
75–79	5.5%
80 or older	6.5%

- Lifetime payout amounts not withdrawn in a contract year are noncumulative. That is, they are not available in future contract years.
- Lifetime payout amounts are, for tax purposes, deemed to be first a withdrawal of taxable earnings in the contract.

Added Considerations Before You Act

May I Add or Change a Spousal Annuitant If I Elect Spousal Coverage?

No. And note that even if a spousal annuitant is removed from the contract as a result of divorce or other legal termination of your marriage, the benefit charge will not be reduced.

May I Cancel the Benefit?

Yes, you may cancel the benefit after it has been in effect for five contract years. From then on, you will have 45 days after each contract anniversary to cancel your benefit. Once cancelled, the benefit charges stop, and the benefit cannot be reinstated.

What Would Cause the Benefit to Terminate?

The benefit terminates (and cannot be reinstated) upon the earliest of the following:

- Death of the (last) annuitant
- Annuitization
- Payment base equaling \$0
- Account value depletion before your age 60 contract anniversary or anytime due to a nonguaranteed withdrawal
- Contract ownership change or assignment
- Contract termination

What Happens to the Benefit at Death?

Limit your withdrawals to the lifetime payout amount and Integrity and National Integrity guarantee them to be available as long as the primary annuitant (or spousal annuitant, if applicable) is alive. If the spousal benefit is elected, the benefit will continue through the life of the last surviving annuitant.

How Strong are the Guarantees?

Guarantees are as strong as their issuer. You may own your annuity contract and depend on your benefit for several decades. Put your confidence in an insurance company that will be there when you require retirement income.

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.

Since the GLWB rider is intended to provide a minimum guaranteed income stream, the rider may not be appropriate if you do not expect to take withdrawals. You should consult your financial professional before purchasing this rider. Consider whether the purchase of an immediate annuity or the election of an annuity benefit under a deferred annuity using current annuity rates would better suit your needs.

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. Withdrawals may be subject to charges.

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. Integrity and National Integrity variable annuities are issued and guaranteed 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 are members of Western & Southern Financial Group.

Integrity and National Integrity do not offer tax advice. For specific tax information, consult your attorney or tax advisor. Product and feature availability, as well as benefit provisions, vary by state. Contact your financial professional for product details and limitations.

Product and feature availability, as well as benefit provisions, may vary by state. See your financial professional for details and limitations. Contract series INT96 Rev., INT96 FRL, INT94, INT 05-04-I, INT 07-04, INT 05-06-I, INT 05-07-I, INT 07-07, INT-12 0707, IR.19 0801, IR.19 0801 SP, IR.20 0801, IR.20 0801 SP, NIL95, NIL 07-04 NY Cert, NIL 07-04 SP NY Cert, NIL 07-07 NY Cert, NIL 07-07 SP NY Cert, NIL-12 0707, NIL-12 0707 GM NY Cert, NIL-12 0707 GM SP NY Cert, and rider series 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, 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.

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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. 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, call 800.325.8583 (Integrity) or 800.433.1778 (National Integrity) or visit WSFinancialPartners.com. Please read the prospectuses carefully before investing or sending money.

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

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