

IncomeSource®

Single Premium Immediate Annuity



RISK MANAGEMENT FINANCIAL SOLUTIONS



Integrity Life
Insurance Company



National Integrity Life
Insurance Company

Secure a Lifetime Income

Saving and investing for retirement can be a challenge. Capitalizing on your retirement assets and enhancing your current income is every bit as important as your planning and preparation. Now, your savings and investments will determine your standard of living throughout the remainder of your life.

IncomeSource, a single premium immediate annuity issued by Integrity or National Integrity* can help support a comfortable lifestyle. Simply determine your premium amount, select the payout option and optional benefits that best suit your needs, then watch a sure stream of income continue for a period you choose — even as long as a lifetime.



Risks to the Life You Want to Live	
L ongevity	Outliving your money and having to depend on others to provide for you.
I nflation	Cost of living increases outpacing your money's growth and eroding its buying power.
V olatility	Sharp and unpredictable market fluctuations impacting your assets and your actions.
E vent	Lacking adequate investment flexibility to respond as you wish to life's challenges.

Helping you invest for, live in and manage risk up to and through retirement.

* Integrity Life Insurance Company, Cincinnati, OH and National Integrity Life Insurance Company, Goshen, NY.

Create Retirement Confidence

Achieving a full and satisfying retirement requires an income that provides real lifestyle confidence. A guaranteed stream of income for your retirement helps provide the freedom to live the promises you made to yourself along the way — to travel, to experience, to go where life takes you — without financial concerns, without boundaries.

You've worked hard to accumulate assets to ensure you could one day pursue retirement possibilities on your terms. Living your desired retirement means capitalizing on the opportunities within your reach while managing the risks that could derail your financial freedom.

Your ultimate objective in saving over the years was to someday provide spending flexibility for your needs and wants. Now that day is here and IncomeSource converts your retirement savings to retirement income; income that can last a lifetime. Designed to provide a dependable, guaranteed stream of income, IncomeSource is backed by the full financial strength of Integrity or National Integrity — both among the insurance industry's most highly rated companies*.

Peace of mind comes with simplicity and security. Your IncomeSource payouts are automatic and guaranteed, giving you the financial freedom to relax and enjoy the retirement you deserve.

Backed by the full financial strength of Integrity or National Integrity — both among the insurance industry's most highly rated companies.

* AA+ Very Strong by Standard & Poor's for very strong financial security characteristics, second highest of 21 ratings; held since August 2005.

Why an Income Annuity?

Consider where your money goes. Most spending, in retirement or otherwise, is for essentials. That means it goes toward food, housing, transportation, utilities, taxes, health care and the other fundamentals of daily living. The daunting concern many retirees face is this: How long will the money I've saved last? Will I have enough to last through my retirement — which could be 20 or 30 years?

Consider an income annuity. It provides certainty and security. Convert a portion of your wealth into an income stream and increase your likelihood of covering your basic expenses for as long as you live. Not only can an income annuity help support a comfortable and worry-free retirement, it also helps provide funds for life's extras, such as recreation, travel, hobbies, gifts and charitable donations.

Consider the Reasons for Choosing an Income Annuity

- You're entering retirement or are already retired.
- You have resources (pension distributions, retirement accounts, brokerage accounts) that you wish to convert into an income stream. (Surrender charges or penalties may apply.)
- You're concerned about outliving your income and savings.
- You value a guaranteed source of income in retirement.
- You want to select among various payout options.
- You have other retirement resources that can be invested for growth.
- You seek freedom from having to manage your savings to generate income.
- You wish to provide income for your spouse or beneficiaries.



Your Income Source

You spent a lifetime growing your retirement wealth. Now what?

An annuity can play a key role in securing a retirement defined by confidence and independence. The basics behind IncomeSource, are simple. One payment provides you an immediate and steady stream of income guaranteed for as long as you choose.

The money for your income annuity can come from many sources, including savings, investments, sale proceeds, IRAs, company retirement plans, maturing certificates of deposit or other tax-deferred annuities you may own.

Secure and guaranteed, your income stream can supplement your current income or provide income for your loved ones. If you don't require unlimited access to all your assets and would rather know you can depend on guaranteed income instead, IncomeSource can answer your need.

More Opportunity with IncomeSource

Providing you regular retirement income payments is only one use for IncomeSource. Any ongoing need for regular, guaranteed funding offers a potential use:

- Finance a business purchase being made on installments
- Provide deferred compensation to an employee on separation or retirement
- Shelter assets in cases of personal bankruptcy (with proper tax counseling)
- Pay the premiums on life insurance and long-term care policies
- Make payments on a mortgage
- Create a charitable giving plan
- Fund a divorce decree
- Underwrite educational expenses
- Support the care of someone who is unable to work

Benefits of IncomeSource

Tax-Deferred Payouts

Are you concerned about taxes owed after years of tax-deferred compounding? IncomeSource provides a solution. If your premium represents pre-tax funds, such as from a 401(k), pension or traditional IRA, you generally defer income taxes until you receive the money. The result: your tax liability can be spread out over the same number of years you choose to receive payments.

If your premium is from an after-tax source, a portion of every income payout is excluded from income tax. The “exclusion ratio” is an important advantage in your income planning. Each payment represents a combination of earnings and return of premium, which is money you already paid taxes on in the past. Because you’re taxed only when you receive your money, IncomeSource allows you to spread your taxable gain throughout the years, even your lifetime.

Wide Selection of Guaranteed Payout Options

Do you want a range of income choices? Multiple payout options available with IncomeSource enable you to determine which one best meets your specific needs. Creating an income flow or safeguarding a comfortable standard of living for your loved ones is as easy as selecting a payout option guaranteed for a specified amount, for a fixed period of time or for a lifetime.

Purchasing Power Protection

Are you concerned that rising prices will wreak havoc on your purchasing power, especially over an extended period? To help ensure that your income stream remains strong throughout the years, IncomeSource offers a guaranteed Increasing Payout Option (IPO).

- Selecting the IPO increases your annual payouts over the length of your income stream by a compounded interest rate of 1% to 5%. It’s available with any income option you choose. There is no percentage or dollar limit to the maximum increase.
- The option is not tied to any outside index or indicator. Once a contract is signed, the option cannot be added or removed, as the income stream is adjusted from the start of the contract.

IncomeSource at a Glance

Issue Ages	0–95 (varies with Income Payout Option)
Minimum Contract Size	\$10,000 (or the premium required to purchase a monthly income payout of \$100, whichever is higher)
Maximum Contract Size	\$1 million without prior company approval (\$500,000 for issue ages 76–85 choosing life-only payout option and for issues ages 76–85 choosing temporary life payout option)
Tax Qualified/Nonqualified Funds	Both are accepted
Income Payout Frequencies	Monthly, quarterly, semiannually or annually
Guaranteed Income Payout Options <i>See “Select Your Income Stream” on page 6 for details.</i>	<ul style="list-style-type: none"> • Payouts for life (single life) <i>Issue ages 0–85</i> • Payouts for two lives (joint and survivor) <i>Issue ages 0–85</i> • Payouts for life or for two lives with a certain period <i>Issue ages 0–85, certain period 5–30 years</i> • Payouts for life or for two lives with cash refund <i>Issue ages 0–85</i> • Payouts for life or for two lives with installment refund <i>Issue ages 0–85</i> • Payouts for a certain period <i>Issue ages 0–95</i> • Temporary life payouts <i>Issue ages 0–85</i>
Guaranteed Increasing Payout Option <i>See “Benefits of IncomeSource” on page 4 for details.</i>	For buying power protection, this provides an annually compounded increase in the income payout amount. Increase options are 1%, 2%, 3%, 4% or 5%.
Commutation Benefit* <i>See “Consider Cash Access Options” on page 7 for details.</i>	<p>For potential liquidity needs, this provides a lump-sum payout of the present value of future certain payouts in specific instances. Access options are:</p> <ul style="list-style-type: none"> • Living annuitant commutation (available after first contract year) • Deceased annuitant commutation (death benefit commutation rights)

* Commutation only available with period certain payouts and not available in all states.

Select Your Guaranteed Income Stream

- **Payouts for life (single life)** — Provides the highest income payout amount of any of the life options because payouts will continue only while the annuitant is alive.
- **Payouts for two lives (joint and survivor)** — Lifetime income for as long as one of two annuitants (often spouses) is alive. Payouts to the survivor can remain level or be reduced. A period certain may also be included.
- **Payouts for life or for two lives with a certain period** — Lifetime income with a guarantee that payouts will continue for at least a specified period. This ensures that, in the event of death, payouts will continue to a beneficiary until the end of the specified period.
- **Payouts for life or for two lives with cash refund** — Lifetime income with a money-back guarantee that at least the single premium will be returned, regardless of whether the annuitant is alive. If payouts before death are less than the premium paid, the beneficiary receives the difference in a lump-sum refund.
- **Payouts for life or for two lives with installment refund** — Another lifetime income option with a money-back guarantee that at least the single premium will be returned, regardless of whether the annuitant is alive. If payouts before death are less than the premium paid, the beneficiary receives the payouts on the same installment schedule until the full premium is refunded.
- **Payouts for a certain period** — A non-lifetime option where payouts will continue for a period of time (from five to 30 years) specified by the owner. Payouts continue until the end of the specified period, regardless of whether the annuitant is alive.
- **Temporary life payouts** — Income will continue for a period of time (from five to 30 years) specified by the owner, only while the annuitant is alive.

You select the frequency: annual, semiannual, quarterly or monthly. Payouts are via direct deposit.

Understanding the Parties to an Annuity Contract

- The **owner**, generally the person who buys the contract, may exercise the rights and privileges provided in it. The owner makes all of the decisions.
- The **annuitant** is the person whose life determines the income payouts. The annuitant makes no decisions about the contract and has no rights in it. In most cases the owner is the annuitant. If not, then the annuitant has no ownership rights.
- The **beneficiary**, also named by the owner, is the person who may receive any remaining benefits at the death of the owner or the annuitant, depending on the terms of the contract.

Consider Cash Access Options

The ability to access cash in the form of a lump-sum payout from IncomeSource is available in specific instances. The “commuted” value is the present value of future payouts. Commutation benefits* can provide valuable liquidity should an unforeseen need arise. Examples of such an “event risk” include an unexpected relocation or a health-related matter.

Access While the Annuitant is Living

A living annuitant commutation benefit allows owners receiving certain period payouts (of 10 years or longer) to commute, that is to say, “cash out,” a percentage of all remaining payouts. The original payout amount is reduced by the same percentage. At the end of the certain period, if a life contingency (payouts for life or for two lives) exists, then remaining payouts (including any Increasing Payout Option impact) resume as if there had been no commutation. IncomeSource must be in force at least one year before this benefit may be exercised.

Access After the Annuitant Dies

A deceased annuitant commutation benefit allows beneficiaries to commute, or “cash out,” the remaining certain period payouts upon the death of the annuitant (for a single life annuity) or the last-to-die joint annuitant (for a joint and survivor annuity). The lump sum will be the present value of the remaining certain period payouts discounted at a single interest rate stated in the contract.



* Commutation only available with period certain payouts and not available in all states.

Security and Stability: What Could Be More Essential?

Besides your health, maintaining your financial independence is your greatest retirement concern. Your standard of living, the daily activities you undertake and your outlook on the future — all begin with the strength of your financial foundation.

IncomeSource reduces concerns about outliving your savings because it offers annuitization, a unique annuity feature. You know that you will receive your IncomeSource payout for a specific amount on a regular basis and that the payout will continue for as long as you choose.

Create guaranteed income with IncomeSource. Enjoy the peace of mind that comes from knowing that your payouts won't fluctuate with market volatility and, if you choose, can increase to address inflation.

Now that you've thought about your retirement objectives and your potential sources of income, the next step is working with your financial professional to develop a plan that works for you.



Confidence in Long-Term Commitments

The Importance of High Financial Ratings

Peace of mind comes with knowing that contractual promises will be fulfilled for periods extending up to a lifetime, and possibly longer. Because all guarantees are backed by the financial strength and claims-paying ability of the insurance company, high ratings for financial stability and operating performance from independent insurance rating firms are important when selecting a partner for securing your retirement well-being. Integrity and National Integrity hold the following ratings:

A.M. Best	Standard & Poor's	Fitch
A+ Superior	AA+ Very Strong	AA Very Strong
The second highest of 16 ratings for superior ability to meet ongoing insurance obligations	The second highest of 21 ratings for very strong financial security characteristics	The third highest of 21 ratings for very strong capacity to meet policyholder and contract obligations on a timely basis
<i>Rating held since June 2009</i>	<i>Rating held since August 2005</i>	<i>Rating held since June 2009</i>

You may own your annuity contract for many years. Put your trust in an insurance company that will be there when you need it.

IncomeSource: Your source for a dependable, guaranteed stream of income for a lifetime.

Ratings, current as of November 30, 2009, and subject to change, refer to the financial strength of the insurance company and do not reflect the performance or safety of any investment product.

Western & Southern: Our Strength. Your Future.

Built on a heritage dating to 1888, Western & Southern Financial Group (Western & Southern) has demonstrated resolve and resiliency throughout challenging economic cycles. We are a Fortune 500 company whose financial strength continues to be the cornerstone of our success. Western & Southern remains committed to safeguarding your financial future with our strength, stability and full range of risk management financial solutions.

Western & Southern currently holds **Standard & Poor's AA+** rating for our Very Strong financial security characteristics. We've held it since August 2005. That rating, the second highest of 21, establishes us as one of the nine highest-rated life insurance groups in the world. Western & Southern's array of member companies includes Western-Southern Life Assurance Company, Integrity Life Insurance Company, National Integrity Life Insurance Company and **Touchstone Securities, Inc.***

Rating, current as of 11/1/09 and subject to change, is based on the claims-paying ability of the issuing life insurance company and neither refers to the performance or safety of the product nor implies approval of it or its investment options.

The purchase of an immediate annuity is permanent. The annuity owner will no longer have access to the premium, which converts into a stream of income payments. The contract has no cash value, no death benefit and cannot be surrendered. The terms of the annuity, such as the choice of income payment option, payment amounts and timing, and the rates of return, cannot be changed.

Life and Temporary Life payouts provide no benefit on or after the death of the annuitant(s).

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Annuity products are backed by the full financial strength of Integrity Life Insurance Company, Cincinnati, OH, and National Integrity Life Insurance Company, Goshen, NY, members of Western & Southern Financial Group. Integrity operates in all states except ME, NH, NY and VT, where National Integrity has operating authority.

Integrity does 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. The commutation rider is not available all states. Contact your financial professional for product details and limitations. For use with contract series ICC09 ENT-01 0901, ICC09 ER.01 0901, ICC09 ER.02 0901, ICC09 EE.01 0901, ICC09 EE.02 0901, ICC09 EE.03 0901, ICC09-07-001-0904, ENT-01 0901, ER.01 0901, ER.02 0901, and IL-77-0045-0808.

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