

MultiVantageSM

Single Premium Deferred Annuity



RISK MANAGEMENT FINANCIAL SOLUTIONS



W&S Financial
Group Distributors

A member of Western & Southern Financial Group

Issuers: Integrity Life Insurance Company
National Integrity Life Insurance Company

MultiVantage

Imagine a confident retirement.

Imagine a comfortable lifestyle.

Imagine a secure financial future.

But don't just imagine it. Achieve it. Put your plans into action with a strategy you can believe in from a provider that stands for strength and security.

Learn about the many advantages of MultiVantage, a market value adjusted (MVA), single premium deferred annuity from Integrity Life Insurance Company, Cincinnati, Ohio, and National Integrity Life Insurance Company, Goshen, New York. Discover how to turn your expectations for growth and protection into reality.



Secure Your Future

MultiVantage annuity may advance your goals for wealthbuilding and financial security with benefits such as tax-deferred growth and guaranteed retirement income. Achieving your desired retirement depends on capitalizing on what you can control. Consider the multiple advantages of MultiVantage:

- Tax-deferred compound growth
- Initial interest rates — all with 1% first-year rate enhancement — guaranteed for periods up to 10 years¹
- At end of initial guaranteed rate option (GRO), lock in a new 4-, 5-, 7- or 10-year GRO¹ at the then-current interest rate or default to a 1-year guarantee period
- Minimum guaranteed rate for life of contract
- Lifetime income guaranteed for as long as you live (or for your life and that of another person)
- Waivers of withdrawal charges upon certain specified life events
- Avoidance of probate (with named, surviving beneficiary, other than estate)

¹ 10-year GRO not available for renewal in National Integrity states.

The Power of Tax Deferral



Tax Deferred Growth

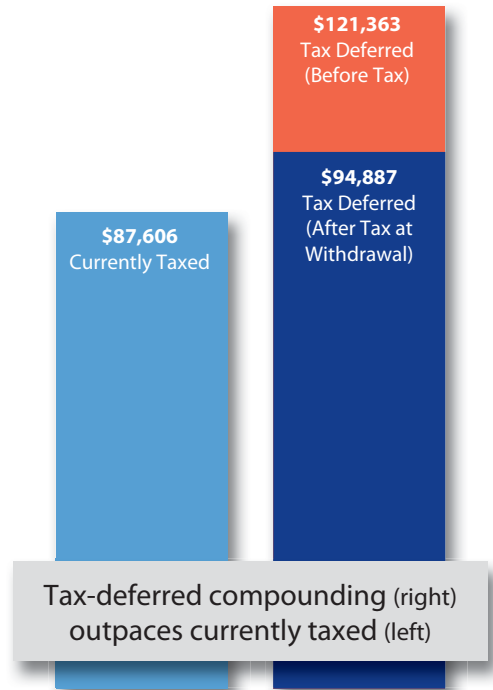
Your annuity assets compound faster than taxable alternatives growing at the same rate because taxes are due only when interest earnings are taken. Until then ...

- Your money earns interest
- Your interest earns interest
- Your money you would have paid in taxes earns interest

Gain more control over taxes. If your annuity income is spread over time, so are your taxes, subject to current IRS rules. (If you own an annuity through a qualified plan or IRA, no added tax-deferral advantage exists.)

What matters isn't how much you earn. What matters is how much you keep after taxes. See the next page for an example.

Tax-Deferred Money Grows Faster for Your Retirement



This hypothetical illustration demonstrates tax deferral, not the MultiVantage annuity. It assumes a \$50,000 lump-sum investment compounding without withdrawals for a 30-year period. A hypothetical 3% 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.

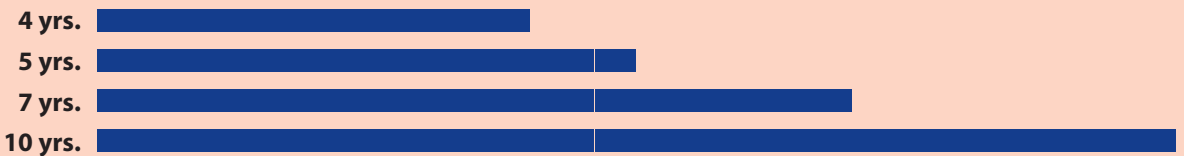
Guaranteed Rates and Guaranteed Income

Choice of Guaranteed Rate Options

Fixed rates stand firm through economic downturns and volatile markets. MultiVantage gives you the flexibility of an initial 4-, 5-, 7- or 10-year fixed interest GRO¹ with matching withdrawal charge period. Select the one that best suits your needs. Plus, each initial GRO option receives an additional 1% interest rate enhancement in the first year.

When your initial GRO ends, you may choose a new 4-, 5-, 7- or 10-year GRO¹ at the then-current interest rate. Or, if you prefer to forgo a long-term decision in favor of flexibility, you can opt to default to a one-year guarantee period and transfer to another GRO for up to one year. After the end of one year, you'll be able to choose from the then-current guarantee period(s) available.

Choose Your Initial Guaranteed Period



Confidence of a Lifetime Income Stream

Three of four annuity owners say they intend to use their annuities for retirement income:² MultiVantage offers retirement income options that can continue for a lifetime. The security of knowing you cannot outlive your income is a critical component of retirement planning, given today's longer life expectancies.

Certainty of an Interest Rate Floor

Integrity and National Integrity guarantee a minimum interest rate, as stated in your MultiVantage contract, for the life of the contract.

1 10-year GRO not available for renewal in National Integrity states.

2 2009 Gallup Survey of Owners of Nonqualified Annuity Contracts, Sept. 2009.

Additional Advantages of MultiVantage

Easy Access to Your Funds

MultiVantage works best when left to grow and compound. You may however find you require access to your funds¹ if new plans or unexpected needs arise. For this reason, MultiVantage offers:

- **Free Withdrawal Privileges.** Up to 10% of the account value (noncumulative) may be withdrawn (regular or systematic) each contract year without a withdrawal charge or market value adjustment (MVA).
- **Withdrawal Charge Waivers.** Greater withdrawals may be available without a withdrawal charge or MVA under waiver for limited life expectancy or confinement to a nursing home, hospital or licensed health care facility;^{2,3} for annuitizations after the first contract year in Florida, New Hampshire, New York, Maine and Vermont or after the second year of the current GRO for all other states;⁴ and required minimum distributions.

1 Withdrawals of taxable amounts are subject to ordinary income tax and, before age 59½, generally subject to a 10% IRS penalty tax.

2 Not available in California.

3 Limited life expectancy waiver available if, after the contract date, the owner is diagnosed as having a life expectancy of 12 or fewer months. Confinement waiver available on or after the first contract anniversary if the owner is confined for at least 60 consecutive days.

4 For full annuitization for a period certain payout of 10 or more years or a life contingent payout.

No Sales Charge

Your money goes to work for you immediately. If you make a withdrawal during a GRO period, a withdrawal charge and an MVA (either upward or downward) will apply except in the last 30 days of the GRO.



Understanding the MVA

Market Value Adjustment (MVA)

During a guarantee period of more than one year, which is called a guaranteed rate option (GRO), an MVA applies to withdrawals in excess of the free withdrawal amount. The MVA reflects the effect of the change in the interest rates we offer between the time the GRO was selected and the time the MVA is applied. Generally, if interest rates increase, the MVA reduces your contract's value. On the other hand, if interest rates decrease, the MVA increases your contract's value.

The MVA will not result in a value of less than the contribution applied at the beginning of the current GRO, minus withdrawals taken during the current GRO (including any withdrawal charge, but not considering any MVA), plus interest credited at the guaranteed minimum interest rate. Withdrawal charges may reduce this amount.

An MVA does not apply during the last 30 days of the GRO or to the death benefit and applies to your annuity benefit only if the application of the withdrawal charge and the MVA would increase the amount applied to the income option.

A Final Word on MultiVantage

Estate Planning Benefits

If the owner dies before income payments begin, Integrity and National Integrity guarantee the named beneficiary will receive the current account value. A properly structured contract avoids probate delays and expense.



The Ultimate Advantage

You may own your annuity for many years. For the multitude of reasons related to your well-being, it's essential to put your trust in an insurance company that will be there when you require retirement income.

Consult your financial professional to plan your financial future.

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 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. Products are backed by the full financial strength of Integrity and National Integrity.

Earnings and pre-tax 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. An MVA applies to early transfers, withdrawals and annuitizations, if applicable. Western & Southern member companies do not offer tax advice. 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. Contract series INT-16 1112, IR.36 1112, ICC11 INT-16 1112, ICC11 IR.36 1112, ICC11 NIL-16 1112, ICC11 NR.36 1112, NIL-16 1112 NY and NR.36 1112 NY.

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

© 2012 Western & Southern Financial Group. All rights reserved.

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.