

# Fixed Annuities Rate Announcement

Effective 5/31/10

Last Updated 5/31/10



Integrity Life  
Insurance Company

A member of Western & Southern Financial Group

## MOMENTUM Advantage® - Single Premium Deferred Annuity

	First-Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
4-Year GRO	2.75%	2.00%	2.18%
5-Year GRO	3.05%	2.30%	2.45%
7-Year GRO	3.85%	3.10%	3.20%
10-Year GRO	4.25%	3.50%	3.57%

## NewMOMENTUM - Flexible Premium Deferred Annuity

	First-Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
QIO <sup>1</sup>	4.50%	—	—
2-Year GRO	2.75%	2.00%	2.37%
3-Year GRO	2.75%	2.00%	2.25%
5-Year GRO	2.75%	2.00%	2.15%
6-Year GRO	3.05%	2.30%	2.42%
7-Year GRO	3.45%	2.70%	2.80%
10-Year GRO	3.70%	2.95%	3.02%

## SPDA Series II - Single Premium Deferred Annuity

	First-Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
1-Year GRO	3.30%	—	—
3-Year GRO	3.25%	2.25%	2.58%
5-Year GRO <sup>2</sup>	2.80%	2.80%	2.80%
7-Year GRO <sup>2</sup>	2.70%	2.70%	2.70%

Applications received prior to the effective date will lock in the previous rate.

Rate sheet provided courtesy of:

Integrity

at

800.900.6460

Visit Integrity online at [WSFinancialPartners.com](http://WSFinancialPartners.com)

- The .75% GRO rate enhancement in the first year is not provided when participating in the QIO. Transfers of existing funds or internal conversions of existing Integrity contracts may not be made into the QIO. Integrity retains the right to modify this special. At the end of one year from the deposit date, the QIO interest rate will revert to the then declared rate. Reduced commission on funds deposited into the QIO account applies during this special rate offer.
- Increased rate available for 5- and 7-Year GROs only (reduced commissions apply). 7-Year rate available beginning 7/6/09. Transfers of existing funds or internal conversions of existing Integrity contracts may not be made into the SPDA.

Rates are subject to change.

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.

Annuities are issued and guaranteed by Integrity Life Insurance Company, Cincinnati, OH, a member of Western & Southern Financial Group. Product and feature availability, as well as benefit provisions, vary by state and by product.

No bank guarantee	Not a deposit	May lose value	Not FDIC/NCUA insured	Not insured by any federal government agency
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Printed on: 05/26/2010

# Variable Annuities Rate Announcement

Effective 5/31/10

Last Updated 5/31/10



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Insurance Company

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## AdvantEdge - Flexible Premium Variable Annuity

STO - 6 month*	STO - 12 month*	2 Year GRO	3 Year GRO	5 Year GRO	7 Year GRO	10 Year GRO
2.00%	2.00%	2.00%	2.00%	2.00%	2.20%	2.40%

## AnnuiChoice® - Flexible Premium Variable Annuity

STO - 6 month*	STO - 12 month*	2 Year GRO	3 Year GRO	5 Year GRO	7 Year GRO	10 Year GRO
4.00%	2.00%	2.00%	2.00%	2.00%	2.65%	2.90%

## Pinnacle - Flexible Premium Variable Annuity

STO - 6 month*	STO - 12 month*	2 Year GRO	3 Year GRO	5 Year GRO	7 Year GRO	10 Year GRO
4.00%	2.00%	2.00%	2.00%	2.00%	2.35%	2.60%

## PINNACLEplus - Flexible Premium Variable Annuity

STO - 6 month*	STO - 12 month*	QRO**
4.00%	2.00%	2.00%

Applications received prior to the effective date will lock in the previous rate.

Rate sheet provided courtesy of:

Integrity  
at  
800.900.6460

Visit Integrity online at [WSFinancialPartners.com](http://WSFinancialPartners.com)

\* Systematic Transfer Options rate effective 1/1/10.

\*\* Quarterly Rate Options rate effective 1/1/10.

Rates are subject to change.

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. There is no guarantee of the investment performance or safety of the variable investment options in this variable annuity.

Annuities are issued and guaranteed by Integrity Life Insurance Company and distributed by **Touchstone Securities, Inc.\***, both of Cincinnati, OH, and members of Western & Southern Financial Group. Product and feature availability, as well as benefit provisions, vary by state and by product.

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 prospectus. For a prospectus containing complete information, call 800.325.8583. Please read the prospectus 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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