

Press release



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Lincoln reduces admin fee for *Lincoln i2live* by half

Significantly lower administration fee for Lincoln's flexible retirement product

Lincoln Financial Group has today announced it is reducing the administration fee on its flexible retirement product, *Lincoln i2Live*, by half*. This improvement has been made following a review of expenses allowing Lincoln to pass the benefit onto new and existing customers.

Lincoln launched the *Lincoln i2Live* proposition last year offering customers a unique range of flexible options to take them through each stage of retirement planning. *Lincoln i2Live* offers three products under one umbrella, including a personal pension plan, an income drawdown and an investment-linked flexible annuity. It allows clients to accumulate a retirement income pot with a range of flexible options on taking an income in retirement.

Simon O'Connor, Head of Product Development and Marketing at Lincoln, said, "We are constantly looking for ways to further develop the already innovative *Lincoln i2Live* proposition to ensure we are presenting our clients with an attractive flexible retirement solution. We are pleased to be able to offer our customers improvements to the admin fees and believe this change presents advisers with a further incentive for their clients who are suitable for the *Lincoln i2Live* product range."

This press release is intended for investment professionals and journalists and should not be relied upon by private investors or any other person. *Lincoln i2Live* is a product range issued by Lincoln Assurance Limited. Full consumer product information can be found at www.lincolnuk.co.uk.

Ends

Notes to Editors

*The administration fee on *Lincoln i2Live* has been reduced from £200 to £100 per year.

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About Lincoln Financial Group

Lincoln Financial Group is the UK business name of Lincoln National (UK) PLC and its UK subsidiary companies.

Lincoln National Corporation, the parent group, is listed as LNC on the New York Stock Exchange and is one of the world's largest organisations, placed in the FT Global 500 in 2007. Lincoln National Corporation was founded in 1905 and has a proud heritage of over 100 years financial strength and security, with long term credit ratings* (as at 8 April 2008) of 'A+' from Standard & Poor's, 'a' from AM Best, 'A+' from Fitch and has assets under management of more than \$237 billion (as at 31 December 2007) and more than \$10.6 billion in annual revenues (for the year ended 31 December 2007).

The UK operation dates back to 1934 with assets under management of £5.33 billion (as at 31 December 2007). Lincoln in the UK is passionate about doing the best for its customers at or in retirement, by bringing to the market reliable and flexible solutions which enable transition through retirement, protecting and enhancing wealth to enjoy an income for life. It serves the needs of customers nationwide either direct or through financial advisers and is dedicated to building excellent customer service.

In the UK, Lincoln Financial Group includes Lincoln Assurance Limited, Lincoln Investment Management Limited and Lincoln Unit Trust Managers Limited, which are each authorised and regulated by the Financial Services Authority. Any information offered will relate to the life assurance, pension and unit trust products and services of the Lincoln Financial Group, or may relate to other types of products or services of carefully selected partner companies not part of the Lincoln Financial Group. No personal financial advice or recommendations will be given.

*All ratings have a "stable" or creditwatch positive outlook as defined by the respective agencies.