

--Press Release



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FINANCIAL ADVISERS FOCUS ON PENSION PROVIDER'S FINANCIAL STRENGTH

Lincoln research shows importance of financial strength to advisers

More than four out of five financial advisers believe clients regard the financial strength of pension providers as important when considering new products, new research* from Lincoln Retirement Income, the newly launched business unit within Lincoln Financial Group, shows.

The nationwide poll of financial advisers shows 44 per cent believe financial strength of pension providers is very important to clients and 38 per cent regard it as quite important. Just seven per cent think financial strength is very or quite unimportant.

By contrast, financial advisers are much less concerned about whether a company has an established track record in retirement planning. Around 30 per cent believe companies without a track record in retirement planning are disadvantaged when competing for business against established providers.

Lincoln Retirement Income has recently entered the UK retirement market with the launch of *Lincoln i2Live*, a unique range of flexible options to take clients through each stage of retirement planning. *Lincoln i2Live* draws on, and adapts for the UK market, the group's heritage and expertise in the US, where parent company Lincoln National Corporation has more than 100 years of experience.

Lincoln Retirement Income Head of Product and Marketing Simon O'Connor said; "Clients cannot afford to take risks with the financial strength of pension providers and financial advisers recognise this."

"Investing for retirement income is a long-term commitment so clients and their financial advisers need to be able to rely on pension providers to be able to deliver. The high-profile failure of some defined benefit schemes has inevitably made many investors wary of believing promises from pension providers."

“At the same time the industry needs innovative solutions to help clients plan for retirement and long-established traditional providers will not have all the answers. There needs to be a recognition in the market that new firms can offer new answers to the old problems.”

“*Lincoln i2Live* with its Income Guarantee Option provides a combination of flexibility and control. We believe product providers and financial advisers must work side by side to ensure that the consumer fully understands the range of options available to them and which products will best suit their income needs throughout retirement.”

The research found that 65 per cent of financial advisers believe that firms which do not have a track record in retirement planning are disadvantaged when competing with established companies. That drops to 55 per cent when the question is asked of national firms.

This press release is intended for financial services professionals and journalists and should not be used or relied upon by consumers. Full consumer product information can be found at www.lincolnuk.co.uk.

Ends

Notes to editors

* Financial adviser interviews were conducted by George Street Research in April 2007. A total of 100 interviews were completed amongst a cross-section of advisers throughout Great Britain. Quotas were imposed on the total sample in respect of size of financial adviser firms, region and areas of specialisation.

** Ratings as at 31st January 2007. All ratings have a “stable” or credit watch positive outlook as defined by the respective agencies. Figures correct as at 31st December 2006.

*** Figures correct as at 28 February 2007.

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About Lincoln Financial Group

Lincoln Financial Group is committed to helping customers look to the future and achieve financial security through its range of life, pension and investment products. Today Lincoln manages assets of £5.68 billion*.

Lincoln can trace its UK roots back to 1934 and serves the needs of customers nationwide either direct or through independent intermediaries. Lincoln is dedicated to building excellent customer service by offering the highest levels of customer care and information as well as a comprehensive range of competitive products.

We are part of Lincoln National Corporation which is listed as LNC on the New York Stock Exchange. Based in Philadelphia in the USA, 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 of A+ from Standard & Poor's, A from AM Best, A from Fitch and total assets of over \$234 billion** under management.

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 recommendation will be given.

* Figures correct as at 28th February 2007

**Figures correct as at 31st December 2006

¹Long Term Credit ratings of: A+ (Standard & Poor's); A (AM Best); A (Fitch). Figures as at 31/01/07. All ratings have a "stable" or creditwatch positive outlook as defined by the respective agencies.