

## Lincoln Financial Group strengthens sales force

Lincoln Financial Group has boosted its distribution capacity with three major additions to its sales force. Bringing a combined total of nearly eighty years' experience in financial services distribution, the new appointments underline the company's ongoing commitment to providing high level sales support to the IFA market.

Martin Olive joins Lincoln as a Key Account Manager from AXA, where since 1995 he has been a Key Account Director developing head office to head office relationships with key IFA networks. Martin has 26 years experience in financial services, which includes positions with Western Counties Building Societies (now Portman Building Society), AXA Equity & Law and latterly AXA Sun Life. Before his career in IFA sales, Martin was a professional cricketer, making 17 first class appearances for Somerset and opening the batting 8 times with Sunil Gavaskar, the legendary Indian cricket captain.

Steve Cutler joins Lincoln as a Sales Manager, having gained 23 years experience in IFA sales. A significant portion of Steve's career has been spent specialising in pensions products, which includes stints at National Mutual, Scottish Mutual and latterly Merchant Investors, where he was responsible for launching the company's SIPP proposition to the IFA market. At Lincoln, Steve's remit will focus on delivery of Lincoln's retirement proposition through the nationally based sales team.

Rob Stanley joins Lincoln as Head of Distribution Operations having worked for Cheltenham & Gloucester for 18 years. Coupled with 12 years experience of business development in the IFA market Rob has experience of setting up and running a sales support function. Rob's role involves managing a team focused on ensuring that the sales teams get the necessary training, sales aids, management information and general back office support to enable the provision of a truly excellent sales and service proposition to IFAs and their clients.

**Will Hale, Head of Distribution,** said: "We are delighted to welcome Martin, Steve and Rob to Lincoln. It is vital that, in a market where products are constantly evolving, we do our utmost to keep the lines open for clear communication with the adviser community. All three individuals have impressive track records in terms of building lasting business relationships with key distribution firms and they will be valuable additions to this rapidly expanding team."

**This press release is intended for investment professionals and journalists and should not be relied upon by private investors or any other investors. Full consumer product information can be found at [www.lincolnuk.co.uk](http://www.lincolnuk.co.uk).**

**Ends**

**Notes to editors**

**Contact:**

Clare Maiden, Lincoln Financial Group 01452 637080  
[Clare.Maiden@lincolnuk.co.uk](mailto:Clare.Maiden@lincolnuk.co.uk)

Rachel O'Hare, Lansons Communications 0207 294 3625  
[Rachelo@lansons.com](mailto:Rachelo@lansons.com)

Jennifer Comerford, Lansons Communications 0207 294 3678  
[Jenniferc@lansons.com](mailto:Jenniferc@lansons.com)

**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.