

## Lincoln hits the road with UK seminars for financial advisers

**Roadshows aimed at financial advisers to be held at 12 venues nationwide,  
from 29 April to 4 June 2008**

Lincoln Financial Group has today announced it is launching a series of breakfast seminars to provide financial advisers with expert advice in retirement planning and intermediary issues to help them grow their businesses. There will be twelve seminars held from April to June at various locations, including Glasgow, Manchester and London, with the first event taking place on 29 April in Edinburgh.

Advisers will have the opportunity to learn more about the following:

- Advice models for the post retirement space, specifically looking into issues surrounding the FSA's principle based regulation for Treating Customers Fairly (TCF) and FSA proposals for the Retail Distribution Review (RDR).
- Lincoln *i2Live*, Lincoln's flexible income opportunities retirement plan, launched last May. Lincoln will present how *i2Live* Annuity can help fill the gap between *i2Live* Drawdown and conventional annuities, giving the client income flexibility for life with the possibility of providing financial advisers with commission after the client is aged 75.
- Old Broad Street Research (OBSR), the investment research company, will be at the seminars and will be looking at how financial advisers can add value through their investment approach.
- The Retirement Partnership will also be in attendance and will discuss how to promote the consideration of all options at retirement as well as explaining the big issues affecting the market and the options available at this crucial time.

**Will Hale, Head of Distribution, Lincoln Financial Group, commented,** "At a time when the regulatory landscape is changing we aim to use our knowledge in pensions and investments to help financial advisers develop a deeper understanding of the post retirement advice market.

“These events will give them the opportunity to discuss retirement planning issues with experts in the field and learn more about suitable products for their customers, such as the innovative *i2Live* product which gives customers flexible investment options.

“These seminars will also examine intermediary issues, such as developments for the RDR and how regulations for TCF give consumers access to clear and understandable advice.”

The seminars will be held at the following locations and dates nationwide:

29 April 2008 – Edinburgh, The Bonham  
30 April 2008 – Glasgow, Malmaison  
7 May 2008 – Manchester, Etrop Grange  
8 May 2008 – Leeds, Weetwood Hall  
14 May 2008 – Birmingham, Motorcycle Museum  
16 May 2008 – Leicester, Hilton  
20 May 2008 – Bristol, Leigh Court  
22 May 2008 – Exeter, Devon Hotel  
27 May 2008 – Southampton, Botleigh Grange  
29 May 2008 – Guildford, Holiday Inn  
3 June 2008 – London City, Capital Club  
4 June 2008 – West End, Chesterfield Mayfair

Advisers who wish to attend a Lincoln Financial Group seminar can book by calling **0845 642 22 22**.

**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](http://www.lincolnuk.co.uk).**

**Ends**

#### **Notes to Editors**

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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 10 January 2008) of 'A+' from Standard & Poor's, 'a' from AM Best, 'A+' from Fitch and has assets under management of more than \$251 billion (as at 30 September 2007) and more than \$9.1 billion in annual revenues (for the year ended 31 December 2006).

The UK operation dates back to 1934 with assets under management of £5.17 billion (as at 30 September 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.

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