

Press release

Tuesday 14 April 2009



Administration fee removed from *Lincoln i2Live*

Lincoln Financial Group has today announced it is removing the administration fee on its flexible retirement product *Lincoln i2Live*. This improvement has been made following IFA feedback, as well as a review of expenses allowing Lincoln to pass the benefit onto customers. The previous administration fee was £100 per annum but, as of today, this cost will be removed for those taking out a new *Lincoln i2Live* policy and will apply at the next yearly review for existing customers.

Simon O'Connor, Head of Products and Marketing at Lincoln, said, *"At Lincoln, we are constantly looking for ways to further improve our innovative Lincoln i2Live proposition and make it more attractive for potential clients. Having reduced the admin fee by half last year we are now pleased to be able to remove the admin fee altogether."*

In effect, this change gives advisers yet another reason to consider Lincoln i2Live as one of the most attractive retirement solutions for their clients."

Lincoln i2Live offers 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.

O'Connor continues: *"Increasing longevity means that it is more important than ever for people to seek financial advice to work out a retirement plan that will suit their individual circumstances and provide them with an income for life. With Lincoln i2Live, retirees can protect their retirement income and maintain a level of security with the unique Income Guarantee Option."*

This press release is intended for investment professionals and journalists and should not be relied upon by private investors or any other investors. *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 yearly administration fee on *Lincoln i2Live* was reduced from £200 to £100 in June 2008. Existing policyholders will be informed of this enhancement to their plan alongside their next personal benefit statement.

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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. 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 4 March 2009) of 'A-' from Standard & Poor's, 'a-' from AM Best, 'A' from Fitch and has assets under management of \$178 billion (as at 31 December 2008).

The UK operation dates back to 1934 with assets under management of £4.19 billion (as at 31 December 2008). Lincoln Assurance Limited is part of Lincoln in the UK, within which UK life and pensions business is written. AKG actuaries' current financial strength rating (as at October 2008) rated Lincoln Assurance Limited with an overall Financial Strength rating of 'B+'.

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 enables a smooth transition through retirement, protecting and enhancing wealth to enjoy an income for life. Lincoln serves the needs of customers nationwide 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.