

Lincoln Financial Group Launches First Variable Product in Its Unified Product Portfolio

by PR-NewsWire

PHILADELPHIA, Sept. 28 /PRNewswire-FirstCall/ -- As baby boomers face retirement, they not only are focused on how to accumulate assets for enjoyment in retirement, but how to protect a lifetime of hard work to ensure a financial future for their loved ones. Lincoln Financial Group recently announced the launch of a variable universal life product, which is the first of three variable products to be introduced as a part of its comprehensive Unified Product Portfolio (UPP). Lincoln VULONE 2007 is a hybrid product that combines the no-lapse benefits of a universal life policy with the market potential of a variable policy. Issued by The Lincoln National Life Insurance Company, Lincoln VULONE 2007 is designed to meet evolving client needs by providing death benefit protection and investment flexibility.

"We are very excited to begin the launch of our variable product solutions with the introduction of our revamped variable universal life offering," said Mark Konen, president, Individual Markets division. "Our UPP comprises best-in-breed products, addressing a wide array of client needs that we have identified through diligent and thoughtful consumer and intermediary research. Earlier this year we launched universal life products, fixed and indexed annuities and a term line of business. With the addition of our variable line, we are poised to meet our clients' needs with a versatile, multi-faceted portfolio of product solutions."

Lincoln VULONE 2007 was designed to meet various needs of affluent individuals while creating a financial legacy for their beneficiaries. Key features include:

- Guaranteed death benefit protection for beneficiaries, no matter how investment options perform with the Optimal No-Lapse Enhancement (ONE) Rider.
- Ability to create an additional reserve of premium that can be used for future premium payments or supplemental retirement income through the Premium Reserve Rider.
- Account value growth potential through the Elite Series of Funds that are managed by nationally recognized investment managers and 8 Profile Funds managed by Wilshire Associates.
- Developing a customized product to focus on the opportunity for larger accumulation rather than death benefit guarantees through the Benefit Selection Option.

"Our most recent variable universal life insurance product not only provides a competitively priced guaranteed death benefit but also offers our clients a unique reset feature," said Michael Burns, senior vice president, Life Business Leader. "Once a policy's account value exceeds a predetermined threshold, the death benefit becomes fully guaranteed, regardless of market performance. This allows our clients to enjoy market gains while at the same time capitalizing on a death benefit that does not require further premiums."

The policy can be customized through the use of select riders (which may result in additional charges): accelerated benefits rider for critical illness or nursing home care, a waiver of monthly deduction, change of insured and an estate tax repeal rider.

"At Lincoln, we are committed to offering our clients real solutions to wealth accumulation and protection needs," said Konen. "The addition of the variable product line is an integral part of offering a comprehensive suite of financial services products. We look forward to the continuation of this product line as we prepare to launch two more variable products over the next few months."

Lincoln VULONE is issued on policy form LN696 and state variations by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker/dealer. The Lincoln National Life Insurance Company is not authorized, nor does it solicit business in the state of New York. Contractual obligations are backed by the claims paying ability of The Lincoln National Life Insurance Company.

Policy values will fluctuate and are subject to market risk and possible loss of principal. Product and features subject to state availability.

Variable life insurance is sold by prospectus. Carefully consider the investment objectives, risks, and charges

and expenses of the insurance policy and its underlying investment options. This and other important information can be found in the product prospectus and the prospectus for the underlying investment options. Prospectuses are available upon request and should be read carefully before investing or sending money. For a current prospectus, please call 800 444-2363 or go to www.LincolnFinancial.com.

About Lincoln Financial Group

Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE: LNC - News) and its affiliates. With headquarters in Philadelphia, the companies of Lincoln Financial Group had assets under management of \$245 billion as of June 30, 2007. Through its affiliated companies, Lincoln Financial Group offers: annuities; life, group life and disability insurance; 401(k) and 403(b) plans; savings plans; mutual funds; managed accounts; institutional investments; and comprehensive financial planning and advisory services. Affiliates also include: Delaware Investments, the marketing name for Delaware Management Holdings, Inc. and its subsidiaries; Lincoln Financial Media, which owns and operates three television stations, 18 radio stations, and the Lincoln Financial Sports production and syndication business; and Lincoln UK. For more information please visit www.LincolnFinancial.com.

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