

Fixed Annuities Rate Announcement

Effective 5/31/09

Last Updated 5/31/09



**Integrity Life
Insurance Company**

A member of Western & Southern Financial Group

MOMENTUM Advantage® - Single Premium Deferred Annuity

	First Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
4 Year GRO	3.30%	2.55%	2.73%
5 Year GRO	3.65%	2.90%	3.05%
7 Year GRO	4.45%	3.70%	3.80%
10 Year GRO	4.80%	4.05%	4.12%

New MOMENTUM - Flexible Premium Deferred Annuity

	First Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
QIO ¹	4.25%	—	—
2 Year GRO	3.00%	2.25%	2.62%
3 Year GRO	3.10%	2.35%	2.60%
5 Year GRO	3.30%	2.55%	2.70%
6 Year GRO	3.75%	3.00%	3.12%
7 Year GRO	4.00%	3.25%	3.35%
10 Year GRO	4.35%	3.60%	3.67%

SPDA Series II - Single Premium Deferred Annuity

	First Year Rate	Rate for Remainder of Guarantee Period	Average Annual Rate
1 Year GRO	4.30%	—	—
3 Year GRO	4.20%	3.20%	3.53%
5 Year GRO ²	3.65%	3.65%	3.65%

Applications received prior to the effective date will lock in the previous rate.

Rate sheet provided courtesy of:

Integrity
at
800.804.4465

Visit Integrity online at WSFinancialPartners.com

- The .75% GRO rate enhancement in the first year is not provided when participating in the QIO. Transfers of existing funds or internal conversions of existing Integrity contracts may not be made into the QIO. Integrity retains the right to modify this special. At the end of one year from the deposit date, the QIO interest rate will revert to the then declared rate. Reduced commission on funds deposited into the QIO account applies during this special rate offer.
- Increased rate available for 5 Year GRO only (reduced commissions apply). Applies to applications received 5/31/09 or later. Transfers of existing funds or internal conversions of existing Integrity contracts may not be made into the SPDA.

Rates are subject to change.

Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims-paying ability of the insurer.

Annuities are issued and guaranteed by Integrity Life Insurance Company, Cincinnati, OH, a member of Western & Southern Financial Group. Product and feature availability, as well as benefit provisions, vary by state and by product.

No bank guarantee	Not a deposit	May lose value
Not FDIC/NCUA insured	Not insured by any federal government agency	

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