

Lincoln Financial Group Earns Prestigious Center of Excellence Recognition for Customer Service

Lincoln Financial Group (NYSE:LNC) announced today that its life insurance Customer Care Center has earned the designation of "Certified Center of Excellence" by BenchmarkPortal, a national benchmarking firm. The Center of Excellence recognition is one of the most prestigious awards in the customer service and support industry. Only the top 10 percent of contact centers that apply for certification earn the designation.

"The certification is an important distinction because it is based on best-practice metrics drawn from BenchmarkPortal's database of contact center metrics, which was developed at Purdue University and is the largest in the world," said Bruce Belfiore, CEO, BenchmarkPortal.

"This achievement affirms Lincoln's century-old dedication to deliver service that is both efficient and effective," said Ken Solon, Senior Vice President, Head of Shared Services and Information Technology, Lincoln Financial Group. "Our knowledgeable and experienced Customer Care team is thrilled to be recognized with such an esteemed award."

About Lincoln Financial Group

Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates. With headquarters in the Philadelphia region, the companies of Lincoln Financial Group had assets under management of \$178 billion as of December 31, 2012. Through its affiliated companies, Lincoln Financial Group offers: annuities; life, group life, disability and dental insurance; employer-sponsored retirement plans; savings plans; and comprehensive financial planning and advisory services. For more information, including a copy of our most recent SEC reports containing our balance sheets, please visit www.lincolnfinancial.com.

About BenchmarkPortal

Founded in 1995, BenchmarkPortal is a global leader in the contact center industry providing benchmarking, certification, training, consulting and industry reports. The BenchmarkPortal team of professionals has gained international recognition for its expertise and an innovative approach to best practices for the contact center industry and hosts the world's largest database of contact center metrics. BenchmarkPortal's mission is to help contact centers reach peak performance in operational effectiveness and efficiency so that the centers will realize increased levels of agent and customer loyalty while containing costs and building enterprise value. For more information on BenchmarkPortal please call 800-214-8929 or visit www.BenchmarkPortal.com.