

Lincoln Financial Group Launches New Multimedia Newsroom

RADNOR, Pa.--(BUSINESS WIRE)--Lincoln Financial Group (NYSE: LNC) announced today that it has launched a new multimedia newsroom. The expanded site serves as a one-stop shop for visitors who are interested in accessing company news releases, infographics, multimedia files, campaign information, and other social assets.

"Launching an enhanced newsroom gives us an opportunity to connect more deeply and intimately with key constituents, including members of the press, consumers and other individuals that want to learn more about our company," said Michael Arcaro, vice president, head of Corporate Communications for Lincoln Financial Group. "The way companies connect with these audiences, as well as others, is always going to evolve. Our new site not only becomes immediately more relevant, but it is also built in a way that serves as a foundation for seamless enhancement over time."

Another notable component of the newsroom is greater access to and interaction with the social media networks where the company maintains a robust presence. Key offerings include a live Twitter feed of real-time Lincoln Financial posts on each newsroom page, streamlined access to core social networks and simplified ways for visitors to share content. In addition, the newsroom now has dedicated sections for major initiatives like National Save for Retirement Week and M.O.O.D. of America, an annual survey series that polls Americans on various topics, including financial attitudes and behaviors.

For more information on the revamped newsroom, please visit <http://newsroom.lfg.com/>.

About Lincoln Financial Group

Lincoln Financial Group provides advice and solutions that help empower Americans to take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, as well as to guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates. The company had \$222 billion in assets under management as of March 31, 2015. Learn more at: www.LincolnFinancial.com. Find us on Facebook, Twitter (@lincolnfingroup), LinkedIn and YouTube. To sign up for email alerts, please visit our Newsroom at <http://newsroom.lfg.com>.

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