

Lincoln Financial Group Receives IRI Marketing Innovation Award for Online “App” Used to Educate Advisors, Clients about Annuity Income

RADNOR, Pa.--(BUSINESS WIRE)--The Lincoln Annuity Visualizer was recognized today with an Insured Retirement Institute (IRI) Marketing Innovation Award in the distributor category. Lincoln Financial Distributors, the wholesale distribution business of Lincoln Financial Group (**NYSE: LNC**), was given the award for developing the easy-to-use, web-based Annuity Visualizer application, which simplifies retirement discussions for financial advisors and their clients.

Lincoln developed the Annuity Visualizer app to help advisors “visualize” and demonstrate their clients’ needs for retirement income. Used as a dynamic and interactive online or mobile tool, Lincoln’s Annuity Visualizer incorporates hypothetical situations and case studies to help wholesalers and advisors quickly explain the various options available to their clients.

“Our Visualizer technology was developed to help wholesalers and advisors have good conversations with their clients about how to protect their wealth and better plan for retirement,” said Rich Aneser, chief marketing officer for Lincoln Financial Distributors, who accepted the award today at IRI’s 2014 Marketing Summit in New York. “We’re excited to receive this award – it tells us that we’re investing in the right technology that is making it easier for wholesalers and advisors to help their clients.”

“Lincoln Financial Distributors’ Annuity Visualizer tool has succeeded in simplifying the complex,” IRI President and CEO Cathy Weatherford said. “IRI is proud to recognize companies, such as Lincoln Financial Distributors, that are working to help advisors provide their clients with a better understanding of their retirement plans and options. IRI established the Marketing Innovation Award to commend these forward-looking contributions, which will serve to drive our industry forward for years to come.”

Lincoln was nominated from among more than 400 eligible IRI distributor member companies, and was selected from among several finalists. Nominees were considered based on each company’s breakthroughs in the areas of new products and services; development of consumer and advisor educational resources; and overall marketing campaigns to foster greater acceptance and use of insured retirement strategies.

About the Insured Retirement Institute

The Insured Retirement Institute (IRI) is the leading association for the retirement income industry. IRI proudly leads a national consumer coalition of more than 20 organizations, and is the only association that represents the entire supply chain of insured retirement strategies. IRI members are the major insurers, asset managers, broker-dealers/distributors, and 150,000 financial professionals. As a not-for-profit organization, IRI provides an objective forum for communication and education, and advocates for the sustainable retirement solutions Americans need to help achieve a secure and dignified retirement. Learn more at www.irionline.org.

About Lincoln Financial Distributors

Lincoln Financial Distributors (LFD), the wholesale distribution business of Lincoln Financial Group (LFG), provides access to a range of solutions that help advisors protect wealth and deliver outcomes. Lincoln’s broad portfolio includes innovative life insurance and retirement solutions that are focused on addressing issues related to taxes, healthcare, longevity, inflation and market volatility. LFD is made up of seasoned financial professionals who distribute Lincoln’s products through financial advisors, broker/dealers and other financial services intermediaries.

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 \$207 billion as of December 31, 2013. 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.