

Lincoln Financial Group Retirement Plan Services Expands Plan Sponsor Experience Team

Lincoln Financial Group's Retirement Plan Services business today announced new hires in its Plan Sponsor Experience team. Cynthia Brueckman, Jesse Coleman and Lee Ann Smith all join as Client Relationship Managers.

The Retirement Plan Services Plan Sponsor Experience team is dedicated to cultivating partnerships with plan sponsors and help them offer employer-sponsored retirement plan programs that are aligned with their business objectives, attract and retain highly engaged employees and boost retirement readiness.

"We believe a personal, proactive and client-centric approach with plan sponsors is key to a successful offering," said Robert Haverstrom, Head of Client Relationship Management, Retirement Plan Services, Lincoln Financial Group. "We are excited to have these individuals as a part of our team and are confident this expansion strengthens our relationship management capabilities and, ultimately, helps plan participants take charge of their retirement savings."

Cynthia Brueckman

Cynthia Brueckman has worked in the retirement industry since 1995 as a retirement plan consultant, relationship manager and an account executive. She comes to Lincoln from Register Financial Advisors, LLC where she was a Senior Client Relationship Manager. Brueckman has a bachelor's degree from Rochester Institute of Technology and an ABA certificate in Paralegal Studies from Fairleigh Dickinson University. She maintains her FINRA Series 6, 7 and 66 and Georgia life, health and variable products licenses. She also holds the Qualified Plan Financial Consultant (QPFC) designation from the American Society of Pension Professionals & Actuaries (ASPPA), and is a member of ASPPA and National Women in Pensions.

Jesse Coleman

Jesse Coleman brings more than 17 years of retirement industry experience in the areas of corporate, third-party administration, banking and financial services. He comes to Lincoln from Wells Fargo Bank where he was a Relationship Manager. Coleman has a bachelor's degree in human resources from SUNY Buffalo and a master's degree in business administration from Mercer University. He maintains a FINRA Series 6 and is a Certified Retirement Services Professional. He is also currently completing testing for his Series 63, and Variable Annuity, Life, and Accident & Sickness licenses.

Lee Ann Smith

Lee Ann Smith has more than 12 years of experience of retirement industry experience in the areas of client services management, investment support, product support, vendor management and implementation. Her most recent role was Senior Relationship Manager at SEI Global Institutional Group. She holds a bachelor's degree in economics from Purdue University and maintains FINRA Series 6 and 63 licenses.

In addition to the new hires, two individuals have been promoted within Lincoln's Retirement Plan Services Plan Sponsor Experience team. **Matt Goodman** now serves as Director of Client Relationship Management. Goodman has been with the company for more than ten years and has held positions in both Implementation and Client Relationship Management. He most recently served as a Senior Relationship Manager.

Brad Carman has been promoted to Relationship Manager where he focuses on retention, customer satisfaction and overall growth and profitability. Carman brings with him several years of experience in employee engagement and forming close relationships with plan sponsors, most recently serving as Senior Retirement Consultant.

**Photos available upon request.*

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 \$174 billion as of September 30, 2012. Through its affiliated companies, Lincoln Financial Group offers: employer-sponsored retirement plans; individual annuities and life insurance, group life, disability and dental insurance; 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.