

Lincoln Financial Group's Total Rewards Statement Receives Multiple Communication Awards

Lincoln Financial Group (NYSE:LNC) announced today that its "Total Rewards Statement--2012"—a personalized, annual communication detailing every employee's comprehensive, individual compensation package—has received three distinguished communication awards. The recognition includes a MarCom (Association of Marketing and Communication Professionals) Award in two categories: Employee Publication/Benefits and Other/special: Total Rewards Statement, as well as a Gold Award in the League of American Communications Professionals (LACP) Spotlight Awards.

"Our organization is honored that our Total Rewards Statement has achieved this level of distinction," said George A. Murphy, senior vice president of employee experience and services for Lincoln Financial Group. "As a company, we invest in our employees through a comprehensive benefits program that transcends dollars in the bank alone. We want to ensure employees understand our programs, and are able to knowledgeably leverage the full potential of their Lincoln Financial Group Total Rewards. As such, we believe in the value of an engaging communication to help tell that story."

The Total Rewards Statement combines persuasive messaging with eye-catching visuals to simplify oftentimes complex information related to topics like retirement and life insurance. The statement is produced in conjunction with Aon Hewitt, a global leader in human resource solutions, who supports the individual data fields within each statement.

The MarCom Awards, an international awards competition recognizing outstanding creative achievement by marketing and communication professionals, received over 6,000 entries this year. Winners were selected from over 200 categories by judges who are industry professionals. The LACP Spotlight Awards, a global competition recognizing outstanding print, video and web-based communications materials, received over 1,500 entries. Categories were defined based on factors like company size and annual revenue, and the competition was judged by professionals affiliated with the organization.

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: 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 Aon Hewitt

Aon Hewitt is the global leader in human resource solutions. The company partners with organizations to solve their most complex benefits, talent and related financial challenges, and improve business performance. Aon Hewitt designs, implements, communicates and administers a wide range of human capital, retirement, investment management, health care, compensation and talent management strategies. With more than 29,000 professionals in 90 countries, Aon Hewitt makes the world a better place to work for clients and their employees. For more information on Aon Hewitt, please visit www.aonhewitt.com.