

Lincoln Financial Reduces Price of Popular Term Life Product for Younger Americans

RADNOR, Pa.--(BUSINESS WIRE)--Lincoln Financial Group (NYSE: LNC) announced today that it has reduced the price of its *Lincoln LifeElements® Level Term* life insurance product to be more affordable for customers ages 30 and older with a death benefit of \$1 million and above, and ages 55 and older with a death benefit of \$500k and above.

"It's never too early to protect yourself and your family," said Stafford Thompson Jr., senior vice president of Life Product Management at Lincoln. "Around age 30, Americans are buying homes, opening businesses and starting their families. *Lincoln LifeElements® Level Term* is an affordable, flexible solution with guaranteed benefits."

Lincoln LifeElements® Level Term provides convenient submission options, including an eTicket phone interview with the possibility of lab-free underwriting. There is also flexibility to convert to a permanent Lincoln life insurance policy, and the ability to add features to meet individual needs such as disability protection or coverage for children.

"We continuously evaluate our portfolio of life insurance solutions to ensure they are competitive and comprehensive," said Thompson. "Lincoln is committed to providing affordable coverage for Americans at all stages of their lives."

Lincoln LifeElements® Level Term (2017) — 07/16/18, is issued on policy form TRM6063 and state variations by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. **The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.**

All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Products, riders and features are subject to state availability. Limitations and exclusions may apply. Check state availability. Not available in New York.

About Lincoln Financial Group

Lincoln Financial Group provides advice and solutions that help empower people 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 \$253 billion in assets under management as of March 31, 2018. Lincoln Financial Group is a committed corporate citizen and was named one of the Forbes Best Employers for 2018, is a member of the Dow Jones Sustainability Index North America, and received a perfect score of 100 percent on the 2018 Corporate Equality Index. Learn more at: www.LincolnFinancial.com. Follow us on Facebook, Twitter, LinkedIn and Instagram. Sign up for email alerts at <http://newsroom.lfg.com>.

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