

Lincoln Financial's Bob Mowery Recognized as One of LIMRA's "Rising Stars of Innovation"

RADNOR, Pa.--(BUSINESS WIRE)--Lincoln Financial Group (NYSE:LNC) is pleased to announce that Bob Mowery, senior analyst, marketing, has been recognized by LIMRA as one of its "Rising Stars of Innovation" for his demonstrated ability to look at business challenges through a creative lens, leveraging data and advanced analytics to help drive transformational change.

"At Lincoln, we take a thoughtful, innovative approach to mapping out the design and development of tools for our wholesalers, advisors and clients—ensuring a best-in-class user experience for everyone," said Rich Aneser, chief marketing officer for Annuity Solutions, Lincoln Financial Distributors and Lincoln Financial Network. "Bob played an integral role in the development of Lincoln's award-winning Territory Visualizer mobile app, the most innovative and effective application of advanced analytics in the industry. He and other leaders at Lincoln are always finding new ways to move the needle—a testament to the commitment we've made to arming our wholesalers and advisors with the latest technology."

LIMRA's 2016 "Rising Stars of Innovation" will be recognized during LIMRA's 100th Annual Conference later this year.

Headshot available upon request.

Mowery is the latest Lincoln Financial team member to be recognized as a "Rising Star" by LIMRA in 2016. Others also recognized in 2016 include:

Distribution

James Christie, head of Competitive Services Group, Lincoln Financial Distributors

Lisa Rickner, assistant vice president and head of AdviceNext Consulting Team, Lincoln Financial Network

Marketing & Communications

Tara Harkins, vice president, Lincoln Financial Network Marketing

Michael Kazanjian, vice president, Retirement Solutions Distribution Marketing and Wealth Protection Expertise

Retirement

Travis Gavinski, regional 401(k) sales director, Lincoln Financial Distributors

Jennifer Harmer, assistant vice president, Retirement Plan Services

Jaron Havens, assistant vice president, Implementation, Retirement Plan Services

Lindsey Wills, marketing manager, Retirement Plan Services

Innovation

Bob Mowery, senior analyst, Marketing, Lincoln Financial Distributors

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 \$223 billion in assets under management as of June 30, 2016. Learn more at: www.LincolnFinancial.com. Find us on Facebook, Twitter, LinkedIn and YouTube. To sign up for email alerts, please visit our Newsroom at <http://newsroom.lfg.com>.

About Lincoln Financial Distributors

Lincoln Financial Distributors, Inc. (LFD), the wholesale distribution business of Lincoln Financial Group (LFG), provides expertise and access to a range of solutions that help advisors protect wealth and deliver outcomes for their clients.

Lincoln's broad portfolio includes innovative annuity, life insurance and retirement solutions that focus on addressing issues related to taxes, healthcare, longevity, inflation and market volatility. LFD comprises seasoned financial professionals who distribute Lincoln products through licensed insurance agents, registered broker-dealers, and other financial services intermediaries. Affiliates are separately responsible for their own financial and contractual obligations.

About Lincoln Financial Network

Lincoln Financial Network is the marketing name for the retail sales and financial planning affiliates of Lincoln Financial Group and includes Lincoln Financial Advisors Corp. and Lincoln Financial Securities Corporation, both members of FINRA and SIPC. Consisting of approximately 8,500 representatives, agents, and full-service financial planners throughout the United States, Lincoln Financial Network professionals can offer financial planning and advisory services, retirement services, life products, annuities, investments, and trust services to affluent individuals, business owners, and families.

About LIMRA

Since 1916, LIMRA, a worldwide research, learning and development organization, has been the trusted source of industry knowledge, helping more than 850 insurance and financial services companies in 64 countries. To learn more about LIMRA's 100th anniversary celebration, please visit <http://www.limra.com/100years/>.

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