

LuJean Smith Joins Lincoln Financial Group Distribution as Vice President, Communications

RADNOR, Pa.--(BUSINESS WIRE)--Lincoln Financial Group Distribution (LFGD), the third-party wholesale business and retail wealth management affiliate of Lincoln Financial Group (NYSE:LNC), today announced that LuJean Smith has joined the organization as vice president of Communications.

Smith will lead the strategy and implementation of LFGD's internal and external communications, public relations and executive communications initiatives. Reporting to LFGD Chief Marketing Officer Rich Aneser, she will help align LFGD's communications initiatives with the organization's business goals.

"LuJean will add significant value to our team and play an integral role in driving LFGD's communications strategy, to better serve our partners and customers," said Aneser. "We continue to invest in the growth of our wholesale and retail distribution business to take advantage of the opportunities and our strengths in the marketplace."

Prior to joining Lincoln, Smith served as Global Communications Leader for GE Power & Water, Water & Process Technologies in Trevose, Pa. Previously, she was senior vice president and business segment communications director for Huntington Bancshares, Inc., Columbus, Ohio; director of Marketing and Communications for Premier Health Partners—Good Samaritan Hospital, Dayton, Ohio; and senior director of Public Relations for Siemens Healthcare, Malvern, Pa. She has also held marketing and communications roles with a government relations firm, several higher education institutions and an electrical engineering firm.

"I'm excited to join this team and help promote LFGD's unique products and services," said Smith. "I look forward to working with the communications team to find and tell compelling stories that demonstrate the company's leadership and expertise."

Smith earned a master of arts degree in interdisciplinary studies, with emphases in English, writing and graphic art, and a bachelor of arts degree in humanities from Western Oregon University in Monmouth, Ore.

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.