

Stafford Moser Named Head Of GA Channel For Lincoln Financial Network

Lincoln Financial Network, the retail distribution division of Lincoln Financial Group (**NYSE:LNC**), today announced that Stafford Moser has been named Head of the General Agency (GA) Channel, effective immediately. Moser joined the GA Channel in 2008 as Vice President of Sales and Recruiting and will continue to serve in that role, as well.

In his expanded role, Moser is responsible for the individual sales results, producer issues, and overall producer management of the GA Channel, as well as the management of the GA Channel's regional sales directors. Moser will report directly to Bill Seawell, Head of GA & ABGA Distribution.

"With twenty-one successful years in the financial services industry, Stafford is thoroughly prepared to assume this role," said Seawell. "His accomplishments since joining the organization have been outstanding and I'm thrilled to have him leading the team. I am very excited about the future of the GA Channel."

Moser began his career as a producer with Jefferson Pilot in 1994. He accepted a position in the broker-dealer and formed a team to focus on the recruitment and transition of registered representatives. Moser became Vice President of Sales for the Agency Building General Agents (ABGA) Channel in 2002, working closely with ABGA field offices to grow in both recruiting and sales. With the integration of Lincoln Financial and Jefferson Pilot, Moser became Head of Mass Affluent Distribution, managing six external wholesalers before joining the GA Channel as Vice President of GA Sales and Recruiting in 2008.

Moser, a Greensboro native and Wake Forest University graduate and former football player, now lives in Summerfield, NC. Outside of work, he is focused on serving the youth in his community. In addition to coaching and mentoring young people, Moser is also an active board member of the Greensboro Cerebral Palsy Association and the Ricky Proehl P.O.W.E.R of Play Foundation, both of which are focused on our youth in need.

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 8,000 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 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 \$168 billion as of June 30, 2012. Through its affiliated companies, Lincoln Financial Group offers: annuities; life, group life, disability and dental insurance; 401(k) and 403(b) 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.