

Veteran Insurance Marketing Professional Joins Lincoln Financial Group Distribution Team

Lincoln Financial Group Distribution (LFGD), the wholesale and retail distribution subsidiary of Lincoln Financial Group (NYSE:LNC), today announced that former AXA Equitable Marketing Vice President Kathy Kavanaugh has joined the organization as vice president of Strategic Solutions and Partner Marketing.

Kavanaugh will play a critical role in developing strategies to drive value across LFGD by enhancing the end-to-end producer/wholesaler experience, creating thematic campaigns and messaging that broaden the sales context for the company's solutions, and integrating customized campaigns and activities into partner firm initiatives. Reporting to LFGD's Chief Marketing Officer Richard Aneser, Kavanaugh will also focus on ways to capitalize on social, mobile and digital opportunities.

"Kathy has extensive experience as a marketer in the financial services space and is highly-regarded throughout the industry for her ability to drive results," said Aneser. "I am confident she will help move our business forward through initiatives that enhance the experience, advice and solutions that wholesalers and advisors provide to their clients," he said.

Lincoln ranks among the top insurance and wealth management companies in the U.S. and is a consistent market leader in life insurance, annuities and full service retirement plans.

"Lincoln has a unique presence in the marketplace, and I am delighted to join the company and help drive marketing efforts to further build on its solid reputation," said Kavanaugh. "I am looking forward to working together with the Lincoln team to continue strengthening its market presence and create an industry-leading advisor experience."

Kavanaugh joins Lincoln with more than three decades of marketing experience. Prior to joining Lincoln, Kavanaugh served from 2011 as vice president of Retirement Services Marketing for AXA Equitable, where she helped lead a team in the redevelopment of a marketing culture fostering high performance and metric-driven results.

She began her career in 1982 as a sales coordinator for The Hartford Financial Services Group, continually progressing becoming a director/marketing coordinator, assistant vice president in 1987, and vice president of marketing in 1990. In 2006, she was named senior vice president of marketing. She was responsible for the company's Retail Mutual Funds, 529, Institutional Funds, Variable Annuities, Fixed Annuities, 401 (k) and the offshore products.

Kavanaugh earned a master of business administration degree from St. Joseph's University, Philadelphia; and a bachelor of science degree from Bloomsburg University, Bloomsburg, PA. She also holds a life license in Pennsylvania and FINRA Series 6, 26 and 51 licenses.

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 \$178 billion as of December 31, 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.