



For Immediate Release

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Ohio National pledges the largest ever one-time gift to Cincinnati Habitat for Humanity

Cincinnati – To celebrate 100 years as part of the Cincinnati community, Ohio National Financial Services has commitment to fund the construction of 10 Habitat for Humanity homes over the next five years, the largest ever one-time gift to Cincinnati Habitat for Humanity.

“Our partnership with Cincinnati Habitat for Humanity is a living representation of Ohio National’s tagline. ‘Life changes. We’ll be there.’ When life changes, we look to the safety and stability provided by home. Habitat for Humanity makes the dream of home ownership a reality for thousands of families across the United States and in our local community,” said David B. O’Maley, Ohio National Chairman, President and Chief Executive Officer.

“As we look forward to our second century of service, the associates of Ohio National Financial Services are privileged to help Cincinnati Habitat for Humanity build a better future for our neighbors in the Cincinnati community,” O’Maley added.

Each home symbolizes a decade in Ohio National’s 100-year history. The \$780,000 gift will fund two homes each year for five years from 2009-2013. The first two Ohio National-sponsored homes will be built in Kennedy Heights and Avondale. The two-story, 1,350 square-foot homes, which will be built in part through the volunteer efforts of Ohio National associates, will be constructed beginning in May and August, respectively.

“We are extremely appreciative of this generous donation from Ohio National Financial Services. It’s not just the families we serve who will gain from their contributions – the entire community will benefit. Our collaborative partnership increases Cincinnati Habitat’s capacity to address one of our city’s most serious needs – providing decent, affordable homeownership opportunities for hard-working families in need,” said Tom Salzbrun, Cincinnati Habitat for Humanity, Executive Director.

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Ohio National's gift to Cincinnati Habitat for Humanity marks the kick-off of a year-long celebration of its centennial. In 1909, The Ohio National Life Insurance Company was founded in a 4th Street office in downtown Cincinnati. The company grew steadily through the first half of the 20th century, despite economic downturn and the Great Depression. By its 50th anniversary, the company had widely expanded, broken ground on a Mt. Auburn home office building and further matured by completing the mutualization process. This mutual company tradition provides a heritage for integrity that continues to direct the enterprise today. One hundred years later, Ohio National is guided by the principle that long-term policyholder value is paramount.

Tracing its corporate origins to 1909, Ohio National today markets a variety of insurance and financial products through more than 50,000 representatives in 47 states (all except Alaska, Hawaii and New York), the District of Columbia, Puerto Rico and through subsidiary operations in Santiago, Chile. As of December 31, 2008, its affiliated companies have \$21.6 billion total assets under management. Products are issued by The Ohio National Life Insurance Company and Ohio National Life Assurance Corporation. Voted Cincinnati's "Best Place to Work" (large category) by the *Business Courier* (November 2003) and "25 Best Medium-Sized Companies to Work for in America" by the Great Place to Work Institute (June 2004), Ohio National has more than 850 corporate headquarters associates. Visit www.ohionational.com for more information.

Ohio National has received high marks for financial strength and claims paying ability from major rating agencies; however, such ratings do not refer to the performance of our variable accounts nor imply approval of our variable contracts or their portfolios.

About Cincinnati Habitat for Humanity

Cincinnati Habitat for Humanity is a non-profit Christian housing ministry that seeks to eliminate substandard housing by building simple, decent, affordable homes to sell to low-income families in need. Cincinnati Habitat works in equal partnership with families, volunteers and donors building a sense of community as well as affordable housing. Our partners include corporations, churches, foundations, organizations and individual donors who donate money, labor and materials to fund and build our homes. Cincinnati Habitat has built over 150 homes in neighborhoods that include Avondale, Clifton, Columbia Tusculum, Evanston, Harrison, Hyde Park, Lincoln Heights, Lockland, Madisonville, Mt. Auburn, Mt. Washington, North Fairmount, Northside, Oakley, Over-the-Rhine, Price Hill, South Cumminsville, South Fairmount, Walnut Hills, Westwood and Winton Place. For more information, visit www.cincinnati-habitat.org.

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