

VAROOM[®]

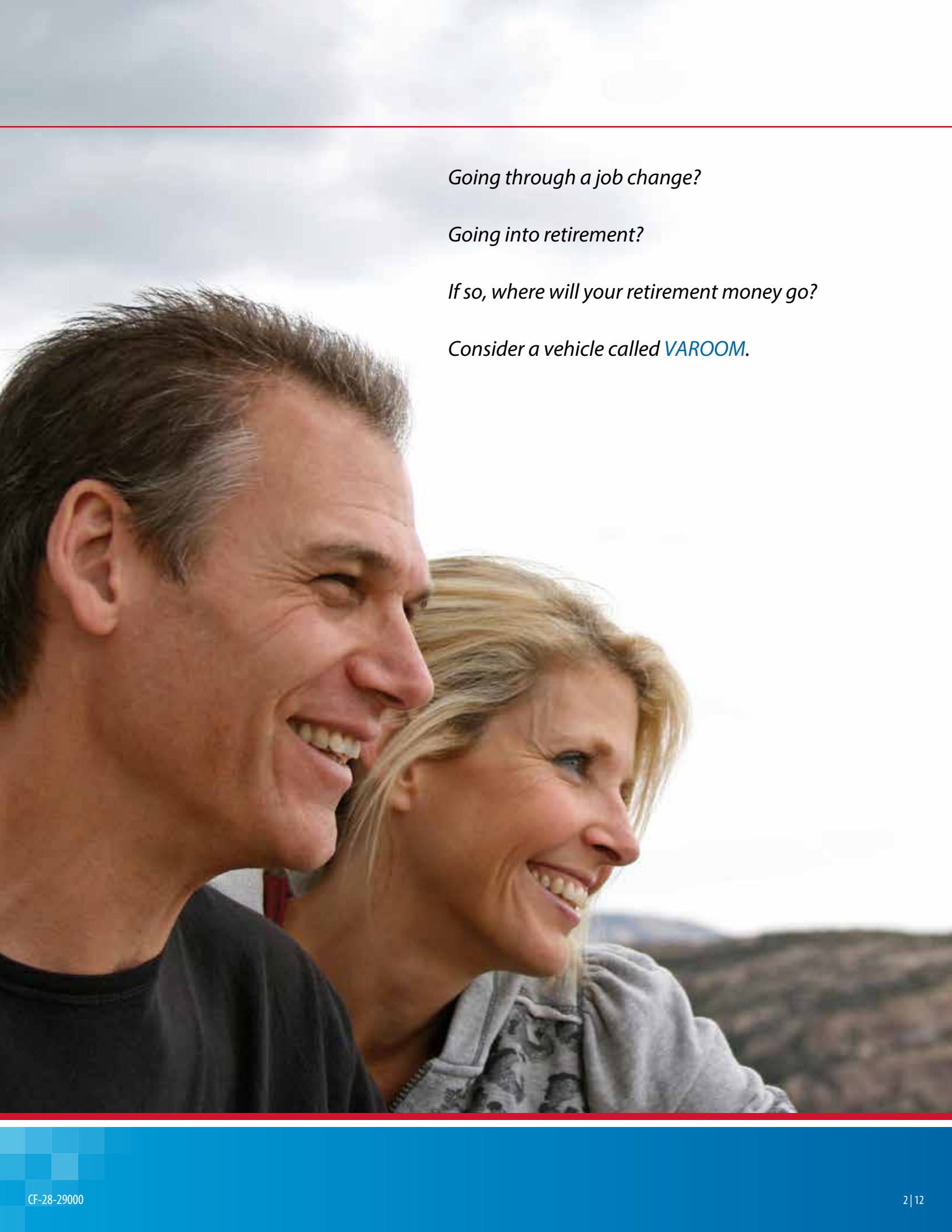
Variable Annuity for Roll Over Only Money



A prospectus must accompany or precede this material.

 **W&S Financial
Group Distributors**
A member of Western & Southern Financial Group

Issuers: Integrity Life Insurance Company | National Integrity Life Insurance Company



Going through a job change?

Going into retirement?

If so, where will your retirement money go?

*Consider a vehicle called **VAROOM**.*

Are You Ready to VAROOM?

What comes to mind when you hear VAROOM? Freedom? Power? Going forward with confidence?

How about a variable annuity.

A What?

That's right. A retirement income product like none you've seen before. VAROOM — like its name — is something different. VAROOM stands for Variable Annuity for Roll Over Only Money. It's what's new in retirement income planning. VAROOM is issued by **Integrity Life Insurance Company** or **National Integrity Life Insurance Company**, and distributed by Touchstone Securities, Inc.

Rollover Money? What's That?

Rollover money is the money you've built in 401(k), 403(b) and similar plans, and IRAs too. And, if you're like most of us, you've changed jobs over your career. As a result, you may still have several plans with former employers. The same goes for multiple IRAs too. Just sitting there.

Why Does It Matter?

Consider having your retirement plans consolidated in one convenient location. One you may control. Powerful.

And VAROOM is innovative. For investment options, it has subaccounts that invest in exchange-traded funds — ETFs — from two big names in ETFs, iShares® and Vanguard. Why are ETFs important? Because cost is important when investing. And diversification is too, although it does not guarantee return or protect against loss.

More reasons to consider VAROOM when making long-term plans:

- It preserves tax advantages — ones you're accustomed to in your 401(k), 403(b) and other qualified plans, as well as in your IRAs.
- It offers retirement income stream options with lifetime guarantees.
- It provides a death benefit for your loved ones.

This groundbreaking retirement alternative may help get you where you want to go.

Cost-Effective ETFs Drive This Vehicle

Think about driving during rush hour. Some drivers jump from lane to lane trying to beat the traffic, only to discover that sometimes they choose a faster lane and other times a slower one. Other drivers simply go with the flow, sticking with one lane and spending less effort in the process. Traffic is what it is. All lanes go the same direction. Continually changing lanes can be tricky.

Well, an index-tracking ETF holds its lane. Considering the historic long-term direction of markets in general, an index ETF doesn't try to "beat" the market, it simply tries to "be" the market. ETFs combine features of mutual funds and stocks. Like index mutual funds, ETFs represent diversified portfolios of securities that track specific indexes. Like stocks, they are bought and sold on an exchange. ETF benefits can include portfolio diversification, cost clarity and holdings transparency.

And what about operating costs — fuel efficiency, maintenance, insurance — when you own a car? Relative cost is also a consideration when investing. Research and trading carry expenses, so actively managed funds tend to cost more to run than passively managed ETFs that track an index. Expenses reduce returns. That's why all the ETFs offered through VAROOM subaccounts track market indices. Management fees for the subaccounts range from 0.04% to 0.49%.

iShares and Vanguard Know the ETF Road

iShares. As the world's leading ETF-solutions provider, iShares offers ETFs across equities, fixed income and alternative asset classes. iShares is a line of business of BlackRock, one of the world's preeminent asset management firms.

iShares[®]
by BLACKROCK[®]

Vanguard. Vanguard provides an extensive array of investment products, including a full range of low-cost ETFs. Vanguard is one of the largest investment management companies in the world.



Built for a Retirement Journey

A variable annuity can be an excellent option, where an insurance company accepts premiums and guarantees future income. Premiums are allocated among underlying investment options and returns are tied to the performance of those options. There are separate account charges and additional charges for optional benefits. Withdrawals may be subject to charges, and may reduce contract benefits and values. See the product and fund prospectuses for full details.

Note: Past performance is not a guarantee of future results.

VAROOM

Designed for money in motion



A Crossroads

Where to?

Deciding what to do with the money you worked hard to save for retirement requires careful thought. Here's what you need to know. VAROOM (Variable Annuity for Roll Over Only Money) is, as its name suggests, designed for money in motion. Retirement savers with qualified retirement plans, such as 401(k)s and 403(b)s and IRAs, may want to consider VAROOM for a unique combination of investment options and income benefits for rollovers from those plans.

VAROOM is a flexible premium deferred variable annuity. Exclusively for tax-qualified rollovers, it is issued as a traditional IRA, a Roth IRA or a SEP IRA. Tax advantages come solely through your contract's qualification as an IRA, meaning there is no added tax benefit or deferral from VAROOM. Consider rolling money into VAROOM to maintain the tax-favored status of investments — an important benefit for securing retirement savings progress.

Rolling Into VAROOM

Requirements for investing in VAROOM include:

- Initial premium: Minimum \$25,000 (you can consolidate multiple premiums)
- Additional premiums: Minimum \$1,000
- Total premium: Maximum \$1,000,000 (more requires prior company approval)
- Maximum age: 80 (the owner's age for contract issue and additional premiums)

Before making rollover decisions, carefully consider all available retirement plan options. Factors to consider include, but are not limited to, account fees and expenses, service levels and withdrawal penalties, as well as the limitation of one IRA rollover per year. Consult a tax or legal advisor as tax consequences vary depending on state law and your individual situation.

Bringing It Together

Consolidating money from IRAs and retirement plans in one place makes tracking them simpler and easier. VAROOM can help you do that.

Separate Account Charges

An annual charge of 1.90% applies to VAROOM subaccount assets (0.75% M&E; 0.35% administration, 0.80% distribution).

The Mortality & Expense Risk charge (M&E) pays the insurance company for assuming mortality risk and expense risk under the contract. The administration charge reimburses us for administrative expenses such as issuing contracts, customer order processing and record maintenance, providing reports, investment costs, providing accounting and valuation services and more. The distribution charge reimburses the insurance company for costs of distribution of VAROOM, including commissions paid to our distributors. We expect to make a profit from the separate account charges. See prospectus for further details on the separate account charges.

Access Flexibility

Access Before Retirement

Maintain flexible access to account value. Up to 10% of the account value (noncumulative and less any required minimum distributions) may be withdrawn each contract year without a withdrawal charge. If funds are withdrawn before age 59½, a 10% federal tax penalty on the withdrawal and additional income taxes may apply.

Declining Withdrawal Charge

Withdrawals first come from premiums (oldest to newest), then earnings. The premium-based charge applies to amounts in excess of the annual free withdrawal provision and to the entire premium if the contract is surrendered. The charge decreases as follows:

Premium Year	1	2	3	4	5	Thereafter
Withdrawal Charge	7%	7%	6%	5%	4%	0%

Withdrawal Charges May Not Apply

Providing for retirement is a reason to consider VAROOM. And in fact, withdrawals from traditional IRAs and SEP IRAs must be taken by April 1 of the year following the year you turn 72, according to the tax code. No problem. VAROOM allows free withdrawals of the contract's required minimum distribution (RMD) amount once each contract year, even if it exceeds the 10% free withdrawal provision.

In addition, there are no withdrawal charges:

- If at least one year after the contract date, the full account value is used to purchase an immediate annuity from Integrity or National Integrity with either a life contingency or at least 10 years of payments
- For withdrawals of the lifetime payout amount provided under the optional Guaranteed Lifetime Withdrawal Benefit
- When a death benefit is paid

Investment Flexibility

Diverse Subaccount Options

Cost-effectiveness and diversification position ETFs as a prudent approach to investing. Because the ETFs offered through the subaccounts in VAROOM track indices passively rather than seeking to outperform them, they generally have lower fees and expenses than actively managed mutual funds.

Consider allocating among a spectrum of asset classes. Each ETF subaccount tracks a particular slice of the market, giving you the power to diversify with ease and lower costs. A Money Market subaccount is available also. Subaccount options invest in ETFs from **iShares** and **Vanguard**. ETFs similar to those offered as underlying investment options in VAROOM are available for direct purchase without the additional fees and benefits of VAROOM.

Systematic Transfer Option (STO)

When you have a significant sum to invest, do you prefer to invest over time? That way, given there's no knowing where the markets are headed, your money buys more shares if markets go down and fewer shares if markets go up.

If investing over time appeals to you, here's how it works. Integrity and National Integrity offer STO periods of either six or 12 months. Choose the one you prefer and receive a guaranteed fixed interest rate while your money is in the STO. Your money then is automatically transferred from the STO to the subaccounts you select. Transfers, in equal installments of \$1,000 or more, are monthly from the six-month STO and monthly or quarterly (your choice) from the 12-month STO. The STO is available for new premium only. You can invest in only one STO at one time.

Integrity and National Integrity guarantee a minimum STO interest rate as defined in your contract.

Allocation

You may change your investment allocation instructions as often as every 60 days.

Periodic Asset Rebalancing Availability

When you buy new tires, the shop makes certain they are balanced. Proper balance is key for ride quality and wear life. Still, over time, road conditions cause tires to gradually go out of balance. Periodic rebalancing returns them to their original setup. Ask your financial professional for more information. Remember, rebalancing does not guarantee return or protect against loss.

Future Security

Protection for Loved Ones

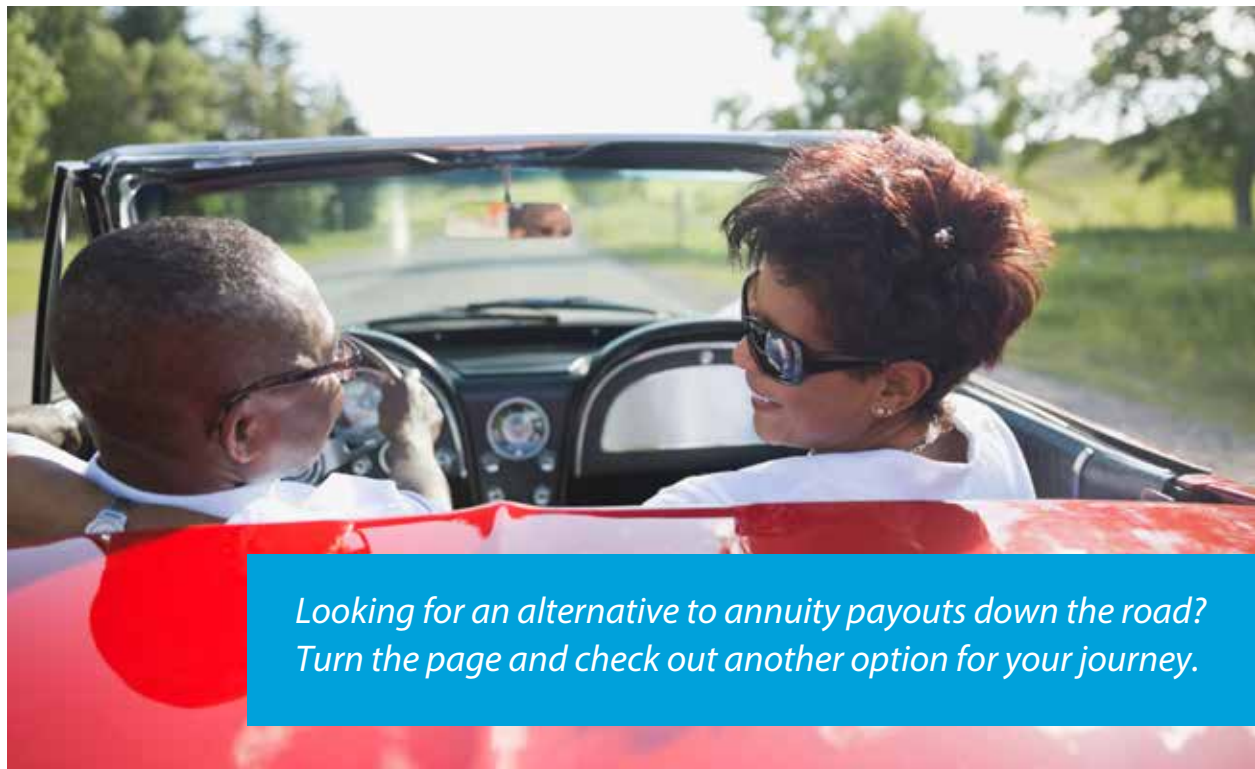
As you pursue market opportunities, the VAROOM death benefit guarantees that your named beneficiary will receive the greater of your premiums less a proportional adjustment for withdrawals or your current account value. If the contract is properly structured, death benefit proceeds go directly to your beneficiaries without the delay, expense and publicity of probate.

Access at Retirement

A comfortable retirement is the desired destination. Anytime after your first contract year, you may take your VAROOM account value as either a lump-sum payout or a series of payouts. The account value must be taken by the owner's 100th birthday. Annuity payout options currently include:

- Single or joint life income
- Single or joint life income with a certain period; available periods of 8-30 years
- Single or joint life income with installment refund
- Specified term only

Death benefit and annuity payout guarantees are backed by the claims-paying ability of the issuing company. Consider the importance of high ratings for financial strength, stability and operating performance from independent insurance rating agencies as you act to secure your future.



*Looking for an alternative to annuity payouts down the road?
Turn the page and check out another option for your journey.*

Another Income Option

Guaranteed Lifetime Withdrawal Benefit

The Guaranteed Lifetime Withdrawal Benefit is an optional benefit available at issue for an additional charge, provided you (and your covered spouse, if any) are age 45-80 on the contract date. It can provide guaranteed income for life while still allowing you to maintain a measure of control over the assets in VAROOM. If withdrawals are limited to the benefit's guaranteed amount, that income is protected from market losses. The annual charge is 1.10% with the basic allocation strategy or 1.30% with the self-style allocation strategy (up to 1.50% maximum). The guaranteed withdrawal amount for the spousal benefit (for both spouses) is 90% of that for the individual benefit.

As you consider the benefit, limitations to bear in mind include:

- Only one allocation strategy is permitted and the one you elect remains in effect for as long as you own the benefit
- Benefit withdrawals can begin January 1 following the 60th birthday of the youngest covered person
- Nonguaranteed withdrawals (taken before the eligibility date or for more than the eligible amount) reduce the value of the benefit and may even cause it to terminate.



VAROOM can add income confidence to your retirement journey.

VAROOM for the Long Haul

Confidence Down the Road

A VAROOM contract and GLWB income may last for decades. Confidence comes from knowing that contractual promises will be fulfilled for that time. Benefit guarantees are backed by the claims-paying ability of Integrity or National Integrity. Consider the importance of high ratings for financial strength, stability and operating performance from independent rating agencies when planning for future financial security.



Western & Southern: Our Strength. Your Future.

**Financial
Strength**

**1888
Heritage**

Built on a heritage dating to 1888, Western & Southern Financial Group (Western & Southern) today stands strong. As a dynamic family of diversified financial services providers, Western & Southern has demonstrated resolve and resiliency throughout challenging economic cycles. Our financial strength continues to be the cornerstone of our success. We are proud of our strong industry ratings, which you can check at WSFinancialPartners.com/ratings. Western & Southern remains committed to helping safeguard your future well-being with our strength, stability and full range of risk management financial solutions.

WSFinancialPartners.com

Before making rollover decisions, carefully consider all available retirement plan options. Factors to consider include, but are not limited to, investment- or account-related fees and expenses, differing service levels and/or withdrawal penalties, as well as limitation of one 60-day IRA rollover per year. Consult a tax or legal advisor as tax consequences vary depending on state law and individual situation.

VAROOM is issued and guaranteed by **Integrity Life Insurance Company**, Cincinnati, OH, or **National Integrity Life Insurance Company**, Greenwich, NY. Integrity operates in DC and all states except NY where National Integrity operates. Securities offered by **Touchstone Securities, Inc.*** Cincinnati, OH. W&S Financial Group Distributors, Inc. (doing business as W&S Financial Insurance Services in CA) is an affiliated life insurance agency of the issuer. Issuer has sole financial responsibility for its products. All companies are members of Western & Southern Financial Group. Payment of benefits under the annuity contract is the obligation of, and is guaranteed by, the insurance company issuing the annuity. Guarantees are based on the claims paying ability of the insurer. Variable annuities are suited for long-term investing. Earnings and pre-tax payments are subject to income tax at withdrawal. Withdrawals prior to age 59½ are generally subject to a 10% IRS penalty tax. Interest rates are declared by the insurance company at annual effective rates, taking into account daily compounding of interest. Product approval, availability and features may vary by state. Flexible Premium Deferred Fixed and Variable Annuity contract series ICC10 INT-15 1011, ICC10 NIL-15 1011 and NIL-15 1011 NY R and Guaranteed Lifetime Withdrawal Benefit Rider series ICC10 IR.32 1011, ICC10 IR.33 1011, ICC10 NR.32 1011, NR.32 1011 NY and Death Benefit Rider series ICC10 IR.34 1011, ICC10 NR.34 1011 and NR.34 1011 NY.

*A registered broker-dealer and member FINRA/SIPC.

The tax advantages available with this contract are solely through this contract's qualification as an IRA. VAROOM is subject to all laws governing IRAs, including, but not limited to, age and contributions limits, early and late IRS withdrawal penalties and required minimum distributions. Integrity and National Integrity and its agents do not offer tax advice. For specific tax information, consult your attorney or tax advisor.

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There is no guarantee of the investment performance or safety of variable annuity investment options. Investment return and principal value of an investment in a variable annuity fluctuate, so units, when redeemed, may be worth more or less than their original cost.

Investors should carefully consider the investment objectives, risks, charges and expenses of the contract and the underlying investment options. This and other information is contained in the product and the underlying fund prospectuses and, if available, summary prospectuses. For prospectuses, call 800.325.8583 or visit WSFinancialPartners.com. Please read the prospectuses carefully before investing.

No bank guarantee • Not a deposit • May lose value • Not FDIC/NCUA insured • Not insured by any federal government agency

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12 | 12