

**FOR IMMEDIATE RELEASE****LINCOLN FINANCIAL GROUP LAUNCHES INDEXED VARIABLE ANNUITY WITH  
UNIQUE INCOME OPTION AND SIMPLE INVESTING CHOICES**

*Lincoln Level Advantage<sup>SM</sup> offers a combination of protection and growth, with an option for a lifetime income stream to help investors confidently face market volatility and other retirement income challenges*

**RADNOR, Pa., May 21, 2018** – Lincoln Financial Group (NYSE: LNC) today announced the launch of *Lincoln Level Advantage<sup>SM</sup>* indexed variable annuity, a retirement planning solution offering savers options for protection and growth opportunities, with the ability to take income in retirement when ready. Designed for investors approaching their retirement years and for those already in retirement, *Lincoln Level Advantage<sup>SM</sup>* helps clients protect their assets from some of the toughest challenges in today’s market, while allowing them to continue to build their savings.

A study released this month by Lincoln Financial finds many savers are concerned about portfolio protection, especially as they approach retirement. Significantly, 40 percent of investors claim that any loss will require them to adjust their savings plan and retirement goals.<sup>1</sup> Additionally, more than half of pre-retirees are very concerned about the ability of their money to grow enough to provide a lasting income stream in retirement.

“*Lincoln Level Advantage<sup>SM</sup>* rounds out our broad portfolio of retirement and income planning solutions – all built to provide today’s savers with protection and income for the rest of their life,” said Will Fuller, president of Annuity Solutions, Lincoln Financial Distributors and Lincoln Financial Network. “We designed a solution for those seeking the growth potential of equity market participation with added levels of protection against market losses that could disrupt their saving and retirement goals.”

According to LIMRA Secure Retirement Institute (SRI), registered indexed-linked annuity sales increased 25 percent in 2017<sup>2</sup>. Researchers surmise the product’s ability to provide protection with upside potential is very attractive to investors in a high volatility/low income environment. LIMRA SRI expects sales to continue to grow throughout 2018.

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<sup>1</sup> *Protect and Grow*, study gauging consumer sentiment on market volatility, Lincoln Financial Group, April 2018

<sup>2</sup> LIMRA U.S. Individual Annuities (2017, Q4 Study), March 23, 2018

*Lincoln Level Advantage*<sup>SM</sup> provides investors with three choices to help meet their individual retirement planning goals and investing styles:

- **Step 1: Choose your investment.** Four indexed account options available including the S&P 500<sup>®</sup>, Russell 2000<sup>®</sup>, MSCI EAFE Index, and Lincoln's Capital Strength Index<sup>SM</sup>;
- **Step 2: Choose your term.** Investors may choose from three contract term options, including one-year, six-year, and a six-year annual lock option, after which time they may reinvest into another term;
- **Step 3: Choose your level of protection.** Investors may decide how much protection from market loss they would like, with options for 10%, 20%, 30% or 100% protection.

In addition, *Lincoln Level Advantage*<sup>SM</sup> is among the industry's first indexed annuity solution to offer investors an exit strategy through *i4LIFE*<sup>®</sup> *Indexed Advantage* – Lincoln's patented optional lifetime income rider available for an additional charge. *i4LIFE*<sup>®</sup> *Indexed Advantage* allows clients to turn their account value into a lifetime income stream, with opportunities for rising income over time and additional tax efficiencies.

Lincoln Financial is committed to helping people reach their investment goals today, and throughout their changing financial life. *Lincoln Level Advantage*<sup>SM</sup> grows Lincoln's broad portfolio of retirement and income planning solutions in order to meet the needs of more savers.

*Lincoln Level Advantage*<sup>SM</sup> is an indexed variable annuity. Annuities are long-term investment products that offer tax-deferred growth, access to a lifetime income stream, and death benefit protection. To decide if *Lincoln Level Advantage*<sup>SM</sup> is right for you, consider that its value will fluctuate; it is subject to investment risk and possible loss of principal; and there are costs associated with the variable investment options such as product charges. All guarantees, including those for optional features, and all amounts invested into the indexed accounts are subject to the claims-paying ability of the issuer. Limitations and conditions apply

For more information about *Lincoln Level Advantage*<sup>SM</sup>, visit [www.LFG.com/LevelAdvantage](http://www.LFG.com/LevelAdvantage)

### **About Lincoln Financial Group**

Lincoln Financial Group provides advice and solutions that help empower people to take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, as well

as to guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates. The company had \$253 billion in assets under management as of March 31, 2018. Lincoln Financial Group is a committed corporate citizen and was named one of the Forbes Best Employers for 2018, is a member of the Dow Jones Sustainability Index North America, and received a perfect score of 100 percent on the 2018 Corporate Equality Index. Learn more at: [www.LincolnFinancial.com](http://www.LincolnFinancial.com). Follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#). Sign up for email alerts at <http://newsroom.lfg.com>.

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### **Important information:**

Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives and/or insurance agents do not provide tax, accounting or legal advice. Please consult an independent advisor as to any tax, accounting or legal statements made herein.

*Lincoln Level Advantage*<sup>SM</sup> indexed variable annuity is a long-term investment product designed for retirement purposes. There are no explicit fees associated with the indexed-linked account options available. There are associated fees with the variable annuity subaccounts, which include a product charge, and administrative fees. Annuities are subject to market risk including loss of principal. Withdrawals are subject to ordinary income tax treatment and, if taken prior to age 59½ in nonqualified contracts, may be subject to an additional 10% federal tax.

Indexed-linked variable annuity products are complex insurance and investment vehicles and are subject to surrender charges for early withdrawals. Please reference the prospectus for information about the levels of protection available and other important product information.

The risk of loss occurs each time you move into a new indexed account after the end of an indexed term. The protection level option selected in the indexed account helps protect you from some downside risk. If the negative return is in excess of the protection level selected, there is a risk of loss of principal. Protection levels that vary based on the index and term selected are subject to change and may not be available with every option. Please see the prospectus for details.

**Investors are advised to consider the investment objectives, risks, and charges and expenses of the variable annuity and its underlying investment options carefully before investing. The applicable prospectuses for the variable annuity and its underlying investment options contain this and other important information. Please call 888-868-2583 for free prospectuses. Read them carefully before investing or sending money. Products and features are subject to state availability.**

*Lincoln Level Advantage*<sup>SM</sup> indexed variable annuities (contract form 30070-B and state variations) are issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so.

All contract and rider guarantees, including those for optional benefits, payment from the indexed accounts, or annuity payout rates, are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer or insurance agency from which this annuity is purchased, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

This product and the components and features contained within are not available in all states or firms. Please reach out to your registered representative for more details on state approvals and firm guidelines.

There is no additional tax-deferral benefit for an annuity contract purchased in an IRA or other tax-qualified plan.

Not available in New York.

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