

## PRESS RELEASE

New York, January 13, 2014

### ING U.S. to Become Voya Financial in 2014

#### ***Rebranding details announced; new identity supports vision to be America's Retirement Company***

ING U.S., Inc. (NYSE: VOYA), today announced details associated with the company's rebranding activities in 2014. Stakeholders of ING U.S. will begin to see the new Voya Financial name in use during the second quarter of the year. The various ING U.S. businesses and legal entities plan to complete their transition to Voya throughout the year according to the following schedule:

- **April 7, 2014** – ING U.S., Inc., ING U.S.'s publicly listed holding company, plans to change its name to Voya Financial, Inc.
- **May 1, 2014** – ING U.S. Investment Management will rebrand to Voya Investment Management and the Employee Benefits business will begin using the Voya Financial brand.
- **September 1, 2014** – all other ING U.S. businesses will begin using the Voya Financial brand and all remaining ING U.S. legal entities that currently have names incorporating the ING brand will change their names to reflect the Voya brand.

Until rebranding begins in April, ING U.S. will operate using its current name and logo. As the rebranding process advances between April and September, both the ING U.S. and Voya Financial names will be in use. Given the volume of material to change and the many aspects of the project to consider, the company chose to stagger the rebranding in order to accomplish an orderly transition for its 13 million individual and institutional customers. Even as it rebrands, nothing will change as a result of the rebranding with respect to customer accounts or policies, or the manner in which clients and financial professionals work with the company.

"The 7,000 ING U.S. employees who live and breathe our values each day will soon embrace their new roles as ambassadors of Voya," said Rodney O. Martin Jr., chairman and CEO of ING U.S. "Even though our name and logo will be different, the vision we have to be *America's Retirement Company* and our commitment to helping customers advance their retirement readiness remains the same. As we transition to Voya, the new brand will support our mission to make a secure financial future possible — one person, one family, and one institution at a time."

#### **The Journey to Voya Financial**

On May 1, 2013, ING U.S. made its initial public offering as part of a program conducted by its Dutch parent, ING Group N.V., to divest certain global businesses. ING U.S. common stock currently trades under the ticker symbol "VOYA" on the New York Stock Exchange.

ING Group currently owns approximately 57% of the outstanding common stock of ING U.S., Inc., and expects to completely divest its ownership by December 31, 2016.

The Voya Financial identity represents a new era for ING U.S. At the same time, it closely aligns with what the company is already known for — proactively and optimistically guiding Americans on their journeys to and through retirement. The name builds upon ING U.S.'s track record as a leader in key retirement, investment and insurance market segments.

“Voya is an abstract name coined from the word ‘voyage.’ It reflects momentum and optimism, and a view towards the future,” said Ann Glover, chief marketing officer of ING U.S. “The name also reminds us that a secure financial future is more than simply reaching a destination; it’s about a journey to financial empowerment, and taking control along the way in order to create positive experiences.”

The name also brings to mind bright, vivid colors, and associates well with orange.

“We’re partial to the color orange. It’s differentiating, optimistic and part of our heritage in the U.S.,” noted Glover. “The color will still be an important element in our new identity. However, the Voya brand incorporates its own distinctive shade of orange.”

The businesses that make up ING U.S. today were formed through a series of acquisitions dating back to the 1970s. It wasn’t until 2001, however, that ING introduced its brand in the United States through advertising. Since then, the company’s branding efforts have received national awards for creativity and effectiveness. They have included the trademark ING “Bench” campaign, as well as an integrated marketing effort that reminds individuals to know and plan for their retirement “Number.”

In March 2013, the company launched “Orange Money,” its newest creative concept that underscores the importance of carefully managing one’s retirement dollars. This campaign supports ING U.S.’s focus on advancing retirement readiness, and will bridge the transition to Voya Financial.

For a look at the Voya logo and colors, a brief web page can be accessed at [www.voya.com](http://www.voya.com).

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**About ING U.S.**

ING U.S. (NYSE: VOYA), which will rebrand as Voya Financial in 2014, is a premier retirement, investment and insurance company serving the financial needs of approximately 13 million individual and institutional customers in the United States. The company’s vision is to be America’s Retirement Company and its guiding principle is centered on solving the most daunting financial challenge facing Americans today — retirement readiness. Working directly with clients and through a broad group of financial intermediaries, independent producers, affiliated advisors and dedicated sales specialists, ING U.S. provides a comprehensive portfolio of asset accumulation, asset protection and asset distribution products and services. With a dedicated workforce of approximately 7,000 employees, ING U.S. is grounded in a clear mission to make a secure financial future possible — one person, one family and one institution at a time. For more information, visit <http://ing.us>.