

NEWS RELEASE

Bangalore, India, April, 2010

ING Life's top advisors become first set of MASTER FINANCIAL ADVISORS in India's life insurance industry

- *ING Life's advisors acquire enhanced professional standards through the globally recognised MFA program by LIMRA*

ING Life, part of the ING Group, today announced that 27 of its top advisors have trained and successfully completed the coveted and globally recognized Master Financial Advisor (MFA) program offered by LIMRA. The MFA program focuses on increasing the Financial Advisor's professional standards and equips them with skill sets required to meet the evolving needs of customers and the industry. The 27 advisors of ING Life acquired the advanced competencies to help them serve their customers better in need-based selling, through professional financial planning.

Announcing the milestone, Mr. Rahul Agarwal, Chief Distribution Officer, ING Life said, *'We are committed to provide the best quality service to our customers to help them manage their financial future. Our investment in MFA program is one such key initiative, which helps our top advisors improve their skills for servicing our customers better. I am delighted that our advisors are the first in the industry in India to have completed the coveted program. I see this as an important initiative to support our advisors acquire global standard training, and look forward for having many more of our advisors undertake the program.'*

The 11-day training course was delivered by Mark Lamb, a globally recognized industry trainer and consultant with more than 25 years of experience in delivering management and producer development courses with leading life insurance companies in the world. Congratulating the MFAs in the course, Mark appreciated the investment done by ING Life in developing their advisor's competencies.

ING Life has a pan India distribution network, with over 50,000 advisors. It currently has offices in 229 cities. In addition, the company distributes its products in several parts of the country through its partner's presence.

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About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 85 million private, corporate and institutional clients in over 40 countries. With a diverse workforce of approximately 111,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

About ING Life

ING Life India, part of the ING Group, entered the private life insurance industry in India in September 2001. The company has issued over 1 million policies and is staffed by over 6000 employees. ING Life India has an infused capital of over Rs. 1000 crores. ING Life India is a joint venture between ING Insurance International B.V. 26% and Exide Industries 50%. Other shareholders: 24% Headquartered in Bangalore, ING Life India is currently present in 229 cities. In addition, the company distributes its products in several parts of the country through its partner's presence.

ING Life India distributes its products through two channels, the Tied Agency Force and the Alternate Channel. The Tied Agency force comprises over 60,000 ING Life Advisors, spread across the country. The Alternate Channels business within ING Life India is a fast growing distribution channel, and comprises over 200 partners, including the Bancassurance model (ING Vysya Bank), and others such as Referral Banks, and Corporate Agents.

About LL Global Inc

LL Global Inc, the parent organization of LIMRA & LOMA is the world's largest trade association of financial services companies with 1500 member companies in more than 70 countries. They provide consulting, assessment and globally recognized certification courses for the management, advisors and the back office staff. Recently LL Global opened its India office in partnership with Infinium Consulting to focus on the Indian insurance market and to better serve its members in India and Sri Lanka.