

## PRESS RELEASE

New York, March 20, 2014

### **ING U.S. Named a *2014 World's Most Ethical Company*<sup>®</sup> by Ethisphere Institute**

#### ***Honor reaffirms enterprise commitment to corporate ethics and transparency in governance***

ING U.S., Inc. (NYSE: VOYA), which will rebrand as Voya Financial, Inc., in 2014, announced today that it has been honored as a *2014 World's Most Ethical Company*<sup>®</sup> by the Ethisphere Institute, an independent center of research promoting best practices in corporate ethics and governance.

The *World's Most Ethical Company* designation is awarded to organizations that demonstrate a commitment to raising the bar on ethical leadership and corporate behavior. ING U.S. was one of 16 financial services firms and one of 144 companies overall to receive this esteemed global distinction.

"We are thrilled to be recognized with this honor. Being selected as a *2014 World's Most Ethical Company* underscores our commitment to maintaining the highest level of standards, which are essential to building and maintaining trust with our stakeholders," said Rodney O. Martin, Jr., chairman and chief executive officer, ING U.S. "These standards are part of our policies and our values, and most importantly, we practice them in the way we conduct our business every day. I am proud of our employees and the company."

"The entire community of *World's Most Ethical Companies* believes that customers, employees, investors and regulators place a high premium on trust and that ethics and good governance are key to earning it," said Ethisphere's Chief Executive Officer Timothy Erblich. "Honorees understand the correlation between ethics, reputation and daily interactions with their brand, and that this award truly reflects on an organization's policies and employees. We congratulate everyone at ING U.S. for this extraordinary achievement."

The *World's Most Ethical Company* assessment is based upon the Ethisphere Institute's Ethics Quotient™ framework, which was developed to assess an organization's performance in an objective, consistent and standardized way. The framework and methodology was determined, vetted and refined by the Ethisphere's network of thought leaders and from the *World's Most Ethical Company* [Methodology Advisory Panel](#). Information on each company is collected to provide a comprehensive sampling in several core competencies. Scores are generated and weighted in five categories: ethics and compliance program (25%), reputation, leadership and innovation (20%), governance (10%), corporate citizenship and responsibility (25%) and culture of ethics (20%).

The full list of the 2014 World's Most Ethical Companies can be found at <http://ethisphere.com/worlds-most-ethical/wme-honorees/>.

**Press inquiries:**

Phil Margolis, ING U.S.

(860) 580-2676

[phil.margolis@us.ing.com](mailto:phil.margolis@us.ing.com)

Clea Nabozny, Ethisphere

(480) 397-2658

[Clea.Nabozny@ethisphere.com](mailto:Clea.Nabozny@ethisphere.com)

**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, one institution at a time. For more information, visit <http://ing.us>. Follow ING U.S. on Twitter [@ING USA](#) and [Facebook](#).

**About the Ethisphere Institute**

The Ethisphere® Institute is an independent center of research, best practices and thought leadership that promotes best practices in corporate ethics and governance and enables organizations to improve compliance, mitigate risk, and enhance relationships with employees, business partners, investors and the broad regulatory community. Ethisphere evaluates and benchmarks compliance and governance programs, honors superior achievement through its World's Most Ethical Companies® recognition program and publishes *Ethisphere Magazine*. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. More information about Ethisphere can be found at: [www.ethisphere.com](http://www.ethisphere.com).