

Joe Tripodi Joins Voya Financial Board of Directors

NEW YORK, April 13, 2015 /PRNewswire/ -- Voya Financial, Inc. (NYSE: VOYA), announced today that Joseph V. Tripodi, 59, retired executive vice president and chief marketing and commercial officer for The Coca-Cola Company, has joined the company's board of directors, effective today. Tripodi also will serve on the board compensation and benefits committee and the finance committee.

"An accomplished global leader with more than 30 years of marketing, customer, commercial and general management experience, Joe will bring a significant and diverse background to the Voya Financial board," said Rodney O. Martin, Jr., chairman and chief executive officer, Voya Financial, Inc. "He has tremendous experience building brands, leveraging marketing investments across several industries, and implementing clear strategies to engage customers to drive profitable growth. I am confident that our customers and our shareholders will benefit from Joe's great knowledge and strong background as we continue to focus on achieving our vision to be America's Retirement Company."

At The Coca-Cola Company, Tripodi led a global community of more than 4,000 marketing and commercial leaders in over 200 countries to drive the marketing and commercial growth agenda of the company. Tripodi collaborated closely with the company's operating groups/business units as well as nearly 250 bottling partners worldwide. He retired in February 2015.

Prior to joining The Coca-Cola Company in 2007, Tripodi served as senior vice president and chief marketing officer for Allstate Insurance Company and was responsible for all marketing, communications and customer experience. In this role, he had overall leadership responsibility for brand building, product development, direct-to-consumer business, marketing communications, marketing research and customer experience. Tripodi also previously served as chief marketing officer for The Bank of New York in 2002 and Seagram Spirits & Wine from 1999 to 2002. Prior to joining Seagram, Tripodi held several marketing roles at MasterCard International, where he most recently served as executive vice president, global marketing, product and services.

Tripodi has received a number of honors and recognitions during his career. He was inducted into The American Marketing Association Hall of Fame in 2014 and is a five-time honoree as one of Advertising Age's "Power 50." He also served as a board member of The Ad Council. Tripodi received a master's degree in management and industrial relations from The London School of Economics and a bachelor's degree in economics from Harvard College.

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About Voya Financial®

Voya Financial, Inc. (NYSE: VOYA), is composed of premier retirement, investment and insurance companies 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, Voya provides a comprehensive portfolio of asset accumulation, asset protection and asset distribution products and services. With a dedicated workforce of approximately 6,500 employees, Voya 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 voya.com or view our **Voya Financial Interactive Company Profile**. Follow Voya Financial on **Facebook** and Twitter **@Voya**.

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