

Voya Financial Builds on Success of Orange Money™ Campaign with Launch of New Commercials

Ads Prompt Consumers to "Start Today. Be Ready Tomorrow."

WINDSOR, Conn., April 1, 2015 /PRNewswire/ -- Voya Financial, Inc. (NYSE: VOYA), announced today that it has launched two new commercials as part of the company's successful Orange Money™ consumer brand campaign. The ads underscore how making smart financial choices today can lead to greater preparedness for the future. They are a centerpiece of Voya's 2015 integrated marketing initiatives, which aim to deliver over 4.7 billion impressions. The new television ads will be supported across various channels including digital, mobile, search and social media.

The Orange Money theme – introduced in 2013 – appeared again during the consumer advertising debut of Voya Financial in the fall of 2014, and continued throughout the year. Unlike green money, which can be spent today, Orange Money needs to be set aside in order to be emotionally and financially secure during retirement.

"The Orange Money concept was part of a carefully planned, long-term marketing strategy to help consumers follow us through our transition to Voya Financial," said Ann Glover, chief marketing officer. "First and foremost, these ads underscore the importance of saving early and often, but they also position Voya as a company that can help Americans think differently about their journey to retirement."

Voya's new ads feature animated origami animals, much like the caterpillar-turned-butterfly in **Voya's fall 2014 commercial**. The animals serve as engaging metaphors for positive retirement planning behaviors. In one commercial, **origami rabbits** visually represent how making smart choices can help build one's retirement savings. In another, an **origami squirrel** organizes his acorns, demonstrating the importance of getting one's finances in order. Both new commercials close with the message, "Start today. Be ready tomorrow."

"Optimism is a theme that is consistent and prominent throughout our advertising campaigns," continued Glover. "We're passionate about helping Americans plan for their needs and dreams in retirement, and we want them to know that Voya can be a resource for achieving those goals."

As an industry leader and advocate for greater retirement readiness, Voya Financial is committed to delivering on its vision to be America's Retirement Company™ and its mission to make a secure financial future possible — one person, one family, one institution at a time.

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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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