



# CINCINNATI FINANCIAL CORPORATION

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## **Cincinnati Financial Corporation Founder Robert C. Schiff Dies at Age 86**

**Cincinnati, January 11, 2010 – Cincinnati Financial Corporation (Nasdaq: CINF)** today announced the January 7 death of its director emeritus Robert C. Schiff. He was a founding agent, a director of The Cincinnati Insurance Company since 1950 and a director of Cincinnati Financial since its incorporation in 1968.

Schiff retired in 2004 from the boards of Cincinnati Financial and its four insurance subsidiaries. At that time, he also retired from Schiff, Kreidler-Shell Inc., a large, Cincinnati area insurance agency that he had served as chairman since 1991 and president from 1984 to 1991. He formed Schiff, Kreidler-Shell in 1984 after leaving his position as senior vice president of Cincinnati Insurance to expand his agency business. He began his insurance career as an agent in 1945, following graduation from The Ohio State University, where he played third base for two years on the baseball team.

John J. Schiff, Jr., CPCU, Robert Schiff's nephew and Cincinnati Financial chairman, commented, "Over Bob's 59-year career as an insurance agent, he epitomized the professionalism and personal involvement that independent agents bring to the table. Bob always spoke loud and clear on behalf of the people and businesses his agency served, and this customer perspective continues to contribute to the success of our company."

Kenneth W. Stecher, president and chief executive officer, added, "Bob believed that independent agents had personal relationships in the community and unique local knowledge that could lead to prosperity for an insurance company – a belief that led to one of the company's enduring competitive advantages. He demonstrated this belief by serving on many community boards, including Beech Acres, the Boys & Girls Club of Greater Cincinnati, the Cincinnati Symphony, Cincinnati Opera, Junior Achievement of Greater Cincinnati, Tall Stacks and the Cincinnati Zoo."

Robert Schiff is survived by his wife, Adele; their two sons, Dr. James A. Schiff (Beth) and Dr. Robert C. Schiff, Jr. (Dawn); and six grandchildren. Visitation will take place Tuesday, 4 p.m. to 7 p.m., with services on Wednesday, 1:30 p.m., both at Pleasant Ridge Presbyterian Church ([www.prpc.org](http://www.prpc.org)).

Cincinnati Financial Corporation offers business, home and auto insurance, our main business, through The Cincinnati Insurance Company and its two standard market property casualty companies. The same local independent insurance agencies that market those policies may offer products of our other subsidiaries, including life and disability income insurance, annuities and surplus lines property and casualty insurance. For additional information about the company, please visit [www.cinfin.com](http://www.cinfin.com).

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