



# CINCINNATI FINANCIAL CORPORATION

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## **Cincinnati Financial Corporation Announces Internet Availability of Proxy Materials for 2008 Annual Meeting of Shareholders and Plans for Annual Meeting Webcast**

**Cincinnati, March 20, 2008** – Cincinnati Financial Corporation (NASDAQ:CINF) today announced the Internet availability of proxy materials for its 2008 Annual Meeting of Shareholders under the U.S. Securities and Exchange Commission's new Notice and Access Rule. The company also invites those unable to attend the 2008 annual meeting in person to listen to an Internet webcast.

The company's 2007 Annual Report (including the Annual Report on Form 10-K) and 2008 Shareholder Meeting Notice and Proxy Statement have been filed with the SEC and may be viewed on [www.cinfin.com/investors](http://www.cinfin.com/investors). In response to increasing shareholder preferences to receive proxy materials online instead of printed, the SEC is allowing companies to deliver a "Notice of Internet Availability of Proxy Materials" to each shareholder, post the materials on the Internet and provide a printed set of materials by mail to any shareholder upon request.

Chief Financial Officer Kenneth W. Stecher said, "The new rule benefits our shareholders, allowing them to view and search proxy materials online rather than filling their mailboxes with bulky paper documents, including the full Annual Report on Form 10-K. In addition to potentially reducing our costs and environmental impacts, we were able to reallocate some effort and savings to send several shorter, more reader-friendly messages to shareholders in 2008. We think these brief, regular communications will make it easier for shareholders to gain insight into our operations and consider how we can prosper together in the future."

Cincinnati Financial shareholders who prefer can continue to receive printed materials with postage paid by the company. Instructions on requesting the printed materials are available on the Web site or on the "Notice of Internet Availability of Proxy Materials" mailed to shareholders of record as of March 5, 2008, the record date for the annual meeting.

Cincinnati Financial will hold its 2008 Annual Meeting of Shareholders on Saturday, May 3, at 9:30 a.m. EDT at the Cincinnati Art Museum located in Eden Park, Cincinnati, Ohio. A live, listen-only webcast of the meeting will be available on [www.cinfin.com/investors](http://www.cinfin.com/investors). Participants are encouraged to visit the Web site to test their systems for compatibility prior to the time of the meeting. A replay of the webcast will be available at [www.cinfin.com/investors](http://www.cinfin.com/investors) approximately two hours after the close of the meeting.

*Cincinnati Financial Corporation offers property and casualty insurance, our main business, through our three standard market companies, The Cincinnati Insurance Company, The Cincinnati Indemnity Company and The Cincinnati Casualty Company. The Cincinnati Specialty Underwriters Insurance Company provides excess and surplus lines property and casualty insurance. The Cincinnati Life Insurance Company markets life and disability income insurance and annuities. CSU Producer Resources Inc. is our excess and surplus lines brokerage, serving the same local independent agencies that offer our standard market policies. CFC Investment Company offers commercial leasing and financing services. CinFin Capital Management Company provides asset management services to institutions, corporations and nonprofits. For additional information about the company, please visit [www.cinfin.com](http://www.cinfin.com).*

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