



**FOR IMMEDIATE RELEASE**

December 19, 2008

**Contacts:** Linda Bays Powers, World Financial Group  
770-248-3344 or lpowers@aegonusa.com

**World Financial Group Names Edward Mylett to Help Direct Field Leadership Development**

**DULUTH, GA** — [World Financial Group, Inc.](#) has announced that Chino Hills, Calif.–resident and WFG Executive Vice Chairman [Edward Mylett](#) has accepted the newly created position of Director of Field Leadership. A member of WFG’s prestigious Chairman’s Council, Mylett is charged with using his field experience, and communications and teaching skills to develop and mentor leaders, as well as to help grow recruiting and production numbers.

“Ed Mylett is a consummate leader, and in this new role, he will be able to share the wealth of his knowledge and skills with our entire field force,” says [Jack D. Linder](#), WFG’s President. “Our associates will benefit from his insights and experiences.”

In this new role, Mylett is expected to coach and mentor WFG associates in small groups or one-on-one; host retreats, conference calls and meetings; develop strategies and leadership materials; and participate in recognition programs.

“Ed Mylett is one of WFG’s most dynamic leaders,” says Scott Childress, WFG’s Chief Marketing Officer. “He has the ability to challenge and inspire people to achieve goals that they may not have thought possible.”

“Accepting this role is the natural progression of my career,” says Mylett. “One of the greatest rewards for me is to watch an associate I have mentored grow into a great leader in his or her own right.”

When an injury ended a possible career in baseball, Mylett found himself at a crossroads. He decided to reprioritize his life, putting service before income. As a result, he came to the financial services industry – hoping to help others – after he spent several years as a youth counselor mentoring underprivileged boys.

His climb to the Chairman’s Council was quick – shortly after joining [WFG](#), he became a CEO Marketing Director, one of the youngest in the company’s history. Soon after he achieved the level of Senior Vice Chairman, and in 2006 became the newest Chairman’s Council member, as well as earned the top promotion level of Executive Vice Chairman. He is a member of WFG’s Millionaire Hall of Fame.

Mylett, his wife, Kristianna, and children, Max and Bella, live in Chino Hills, Calif.

#### About World Financial Group

[World Financial Group, Inc.](#) (WFG) is a financial services marketing company whose affiliates offer life insurance and a broad array of financial products and services. Driven by its mission to create financially independent families positioned to realize their dreams, WFG's independent associates strive to help individuals and families who are often overlooked by the financial services industry to plan for their financial futures and work toward their goals. With agreements with several of the financial and insurance industries' leading companies, WFG advocates the power of choice for its clients.

World Financial Group, Inc. is an AEGON company. [AEGON](#) is one of the world's leading life insurance and pension groups, and a provider of investment products.

Headquarters: 11315 Johns Creek Parkway, Duluth, GA 30097-1517, PO Box 100035, Duluth, GA 30096-9403. Phone: 770.453.9300. For more information, visit WFG's website at [www.WorldFinancialGroup.com](http://www.WorldFinancialGroup.com)

[www.wfgnewsroom.com](http://www.wfgnewsroom.com) >>

###