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**KEVIN PALMER NAMED
TO NEW ROLE AT WORLD FINANCIAL GROUP, INC.**

[Duluth, Ga.] — [Feb. 4, 2009] — [Kevin Palmer](#), President of World Financial Group, Inc.'s affiliated companies World Group Securities, Inc. (WGS) and [Investment Advisors International \(IAI\)](#), was recently named Executive Vice President for [World Financial Group, Inc.](#) In his new role, Palmer will continue to help steer WFG initiatives, especially as they relate to the company's relationship with the affiliated companies he heads.

Palmer is a 20-year securities industry veteran specializing in working with insurance-based and owned broker-dealers. Palmer was instrumental in the development and implementation of World Group Securities in 2002. Shortly after the firm began, he left to develop a compliance consulting practice for a major national law firm. Palmer returned to World Group Securities to serve as president in December 2006 and assumed the role as president of Investment Advisors International in March 2008.

"We are pleased and privileged to have Kevin Palmer in this new role with World Financial Group. He brings the experience, vision and knowledge about the industry, our company and our affiliated companies to take our business to the next level for clients and associates," said [Jack D. Linder](#), President of World Financial Group, Inc.

Prior to World Group Securities, Palmer held leadership roles, including executive vice president, chief compliance officer, compliance director and chief operating officer for various broker-dealers. He has a Bachelor of Science in Business Administration. He holds Series 7, 24, 53, 63 and 65 securities registration and is a Certified Regulatory and Compliance Professional (CRCP). Born and raised in Little Rock, Ark., Palmer lives currently in Atlanta, Ga

About World Financial Group, Inc., World Group Securities, Inc. and Investment Advisors International, Inc.

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, World Financial Group advocates the power of choice for its clients.

Securities are offered through World Group Securities, Inc. (WGS), Member FINRA/SIPC. Insurance products are offered through World Financial Group Insurance Agency, Inc. (WFGIA) or its subsidiaries.

[Investment Advisors International, Inc.](http://www.InvestmentAdvisorsInternational.com), the affiliate investment advisor firm of World Financial Group, Inc., is an SEC registered investment advisor with more than 775 investment advisor representatives who can do business in all 50 U.S. states. [IAI](http://www.IAI.com) is dedicated to one simple mission – to create financially independent families by growing and protecting their wealth through active money management. Through its team of independent investment advisor representatives (IARs), IAI brings professional money management services previously reserved for institutions and the wealthy to underserved, middle-income families. In Ohio, Texas and Alabama, services are provided under the assumed name of IAI Investment Advisors, Inc. Headquarters: 11315 Johns Creek Parkway, Duluth, GA 30097. For more information, please visit www.InvestmentAdvisorsInternational.com

WFG, WGS, WFGIA and IAI are affiliated companies.

WFG, WGS, WFGIA and IAI are AEGON companies. AEGON N.V. is one of the world's leading life insurance and pension groups, and a provider of investment products.

For more information, visit WFG's website at www.WorldFinancialGroup.com

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