



FOR IMMEDIATE RELEASE

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**WORLD FINANCIAL GROUP, INC. ANNOUNCES
NEW PRESIDENT AND CEO
Transamerica's Joe DiPaola Named WFG's New President;
WFG President Jack D. Linder Promoted to CEO**

[Duluth, Ga.] — [Jan. 12, 2010] — [World Financial Group, Inc.](#) (WFG) announced two key executive leadership changes, positioning the company, its field leaders and employees to achieve even greater success in the coming decade.

Transamerica Life Insurance Company (Transamerica Life) Vice President Joe DiPaola has been named WFG's President, with current [WFG](#) President Jack D. Linder receiving a promotion to Chief Executive Officer (CEO). Transamerica Life and [WFG](#) are AEGON companies.

"Joe DiPaola and Jack D. Linder each bring formidable leadership skills and decades of industry experience that will allow the company, along with its field force and employees, to take [World Financial Group](#) to the next level in this new era in financial services," said Tim Stonehocker, president of the Life & Protection Group of the AEGON companies.

Before taking on his new role, DiPaola served as Chief Agency Officer for Transamerica Insurance & Investment Group (TIIG), a marketing unit of Transamerica Life. DiPaola brings a wide range of field and executive experience to [World Financial Group](#) – as an agent and as a builder of an entrepreneurial sales organization. He started his insurance and financial services career as a field agent, branch manager and general agent. After running his own agency successfully for 10 years, DiPaola joined Transamerica Life as Senior Vice President of TIIG's Western Regional Marketing Center in 2006. He earned a Business degree from Adams State College.

"I look forward to working with Jack and all of the dynamic leaders, field associates and employees at World Financial Group to expand the reach of this great company and continue to serve the middle-income individuals and families that are the heart of our organization," said DiPaola.

A 30-year veteran of the insurance and financial services industry, Linder has served as WFG's president since 2008. He has been part of WFG's executive leadership team since the company's inception in 2001, serving previously as Executive Vice President. Prior to joining WFG's headquarters team, Linder led his own insurance and financial services business and field agent team for more than 20 years. Prior to his financial services career, Linder was an executive with the Ralston-Purina Company. He earned his Master's degree from Colorado State University and holds his undergraduate degree from Brigham Young University.

"There has never been a more critical need for what we do at World Financial Group. I am excited to work with Joe, our field force, leadership team and employees to help more individuals and families get their financial houses in order and on track to their dreams," said Linder.

AEGON N.V. is an international life insurance, pension and investment group based in The Hague, The Netherlands, with businesses in more than 20 markets in the Americas, Europe and Asia.

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

World Financial Group, Inc. is an AEGON company. AEGON N.V. is an international life insurance, pension and investment group based in The Hague, The Netherlands, with businesses in over twenty markets in the Americas, Europe and Asia.

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