



FOR IMMEDIATE RELEASE

Contact:

Lisa Karp, IAI
(770) 248-3232/lkarp@aegonusa.com

E. Rollins, Horizon Investments, LLC
(866) 371-2399/er@horizoninvestments.com

INVESTMENT ADVISORS INTERNATIONAL NAMES HORIZON INVESTMENTS, LLC AS NEWEST MONEY MANAGER

Horizon's active asset allocation approach will help IAI's clients seek the maximum amount of flexibility by continually considering market direction, asset allocation, and portfolio construction

[Johns Creek, Ga.] — [July 14, 2010] — Investment Advisors International, Inc. (IAI), the affiliate investment advisory firm of World Financial Group, Inc. ([World Financial Group](#)), announced Horizon Investments, LLC as the company's newest third-party money manager.

IAI works with some of the industry's leading third-party money managers to make active asset management available not only to affluent clients and large corporations, but also to middle-income individuals and families and small businesses. Through these partnerships, IAI is able to offer diverse investment strategies to give clients a wide selection of styles customized to meet their financial objectives.

"IAI is proud to add Horizon Investments, LLC to our team of professional money management firms dedicated to helping IAI make active money management available to everyday individuals and families," said IAI President Kevin L. Palmer.

Charlotte, N.C.-based Horizon's investment philosophy centers on taking an active asset allocation approach that provides clients with the flexibility necessary to pursue their investing goals.

"We are constantly looking for progressive partners that understand the needs of the 2010 investor – especially risk management. IAI is such a partner and we are excited to serve as a third-party manager on their platform," said Robbie Cannon, President/CEO of Horizon Investments, LLC.

Launched in June 2006 as the affiliate investment advisor firm of World Financial Group, IAI began operations to make fee-based professional money management services available to middle-income individuals and families. To help the firm reach that goal, IAI's third-party money managers did what a lot of other industry firms would not do: take on accounts with less than a six-figure investment minimum and provide active money management. As the company grew, IAI realized that its third-party money managers would work well for a range of clients, and they now serve everyone from middle-class families to affluent clients as well as large and small corporations with various investment needs, including retirement plans.

Both Investment Advisors International and World Financial Group are AEGON companies. 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 Investment Advisors International, Inc.

Investment Advisors International, Inc. is an SEC-registered investment adviser able to conduct business in all 50 U.S. states. With more than 900 representatives, IAI 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 representatives, 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 name of IAI Advisors International, Inc. Headquarters: 11315 Johns Creek Parkway, Johns Creek, GA 30097. For more information, please visit www.InvestmentAdvisorsInternational.com.

About Horizon Investments, LLC

Horizon Investments has been driving investment management solutions for serious investors since 1995. Headquartered in Charlotte, N.C., Horizon's Active Asset Allocation approach seeks to achieve the maximum amount of flexibility for each client by continually considering the three fundamental components of the process: Market Direction, Asset Allocation, and Portfolio Construction. As practitioners and academics, Horizon's team of investment professionals see applications where others may not, and may uncover flaws that remain hidden to the rest. The result is a unique interpretation of the marketplace that drives the firm's investment management and consulting services and the innovative, flexible products it manufactures. Headquarters: 7401 Carmel Executive Park, Suite 106, Charlotte, NC 28226. www.horizoninvestments.com

About World Financial Group, Inc.

World Financial Group, Inc. ([WFG](http://www.WFG.com)) 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.](http://www.WorldFinancialGroup.com) 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 more than 20 markets in the Americas, Europe and Asia. Headquarters: 11315 Johns Creek Parkway, Johns Creek, GA 30097-1517. Phone: 770.453.9300. For more information, visit WFG's website at www.WorldFinancialGroup.com

###