



WORLD FINANCIAL
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an **AEGON** company

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TONY DUNGY NAMED KEYNOTE SPEAKER FOR WORLD FINANCIAL GROUP, INC.'S ANNUAL CONVENTION

[Johns Creek, Ga.] — [July 20, 2010] — World Financial Group, Inc. ([WFG](#)) is proud to announce world-renowned coach, author, broadcaster and philanthropist Tony Dungy will deliver the keynote address for the company's 2010 Convention of Champions to be held July 27-31 at the MGM Grand in Las Vegas, Nevada. Dungy's keynote address will take place on July 30.

Dungy retired in 2009 after a 31-year NFL career. In 13 seasons as head coach of the Indianapolis Colts and Tampa Bay Buccaneers, Dungy amassed a 148-79 overall record and reached the postseason an unprecedented 10 straight times. His teams averaged more wins in the regular season than those of any head coach in NFL history. In 2007, Dungy became the first African American head coach to lead his team to a championship when his Colts won Super Bowl XLI. At the age of 25, Dungy became the youngest assistant coach in league history, and then at age 28, its youngest coordinator. As a player for the Pittsburgh Steelers Dungy won his first Super Bowl ring in 1979; he is one of only three individuals to have won the Super Bowl as both a player and a coach.

Since his retirement, Dungy has served as an analyst for NBC Sports. He is also the *New York Times* bestselling author of *Quiet Strength: The Principles, Practices and Priorities of a Winning Life* and *Uncommon: Finding Your Path to Significance*, as well as a sought-after speaker. Dungy gives his time to a number of charitable organizations such as Abe Brown Ministries, the Fellowship of Christian Athletes, the Dungy Family Foundation, Big Brothers Big Sisters, Boys & Girls Clubs and All Pro Dad.

The [World Financial Group](#) Convention of Champions is the annual meeting and training event for WFG's more than 16,000 independent, licensed insurance and financial services associates throughout the U.S. and Canada.

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 more than 20 markets in the Americas, Europe and Asia.

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