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WORLD FINANCIAL GROUP AND USA LUGE RENEW SPONSORSHIP THROUGH 2014

[Johns Creek, Ga.] — [Sept. 14, 2010] — World Financial Group, Inc. ([WFG](#)) announced today the renewal of its four-year sponsorship of USA Luge. WFG's sponsorship, which began in 2007, will extend through the next winter games in 2014.

"[World Financial Group](#) is proud to support USA Luge athletes as they pursue their personal best and represent our country in the fastest sport on ice," said Joe DiPaola, WFG's president and CEO.

"World Financial Group's sponsorship of USA Luge goes a long way in supporting the dreams of our young athletes," said Gordy Sheer, director of marketing and sponsorship for USA Luge.

In addition to sponsoring the USA Luge team, WFG has participated in its Adopt-An-Athlete program, providing individual sponsorship to USA Luge athletes to help maximize their performances in World Cup and winter game competitions.

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. WFG's independent associates strive to help individuals and families often overlooked by the financial services industry to plan for their financial futures through agreements with leading financial and insurance companies.

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

About USA Luge

USA Luge is an Olympic class member organization of the United States Olympic Committee and is the National Governing Body for the sport of luge in the United States. A not-for-profit organization, USA Luge is based in Lake Placid, N.Y. with a western office in Park City, Utah, and its natural track operations in the Marquette/Negaunee, Mich. area. Chartered in 1979, it is the responsibility of USA Luge to recruit, prepare, train and equip the United States National Luge Team for international and

Olympic competition, as well as promote the growth of the sport nationwide. For more information on the *Fastest Sport on Ice*®, log on to www.usaluge.org

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