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**World Financial Group Extends Its Title Sponsorship of the Continental Cup of Curling through 2012, with option for third year in 2013**

**TORONTO, ON (December 16, 2010) – World Financial Group (WFG)**, a financial organization dedicated to helping individuals and families identify their dreams and achieve financial independence, recently announced it has extended its contract as the title sponsor of the Continental Cup through 2012. WFG also has the option to extend the contract for a third year in 2013.

Now re-branded as the **World Financial Group Continental Cup**, this sponsorship allows the exciting curling event, staged annually by the World Curling Federation (WCF) and Canadian Curling Association (CCA), to continue and grow, as well as provide a competitive showcase for athletes, who dream of achieving greatness on the ice.

The 2011 **World Financial Group Continental Cup** takes place Jan. 13 – 16 in St. Albert, Alberta. Often compared to golf's Ryder Cup, the Continental Cup brings together the finest players in the world, competing in a unique challenge format – Team North America faces Team World in four different disciplines. Six teams on each side – three men's and three women's – face off in Team Games, Mixed Doubles, Singles and Skins competitions.

Points are awarded for the outcome of each match with a total of 400 pts. on the line. The first team to reach 201 earns the title, meaning every single shot carries championship implications.

“World Financial Group is very excited to be associated with the Continental Cup,” said **Richard Williams, president, World Financial Group Insurance Agency of Canada Inc.**

“We always have had a strong commitment to curling in Canada that began with our sponsorship of the Randy Ferbey team four years ago. We are proud to be working with the Canadian Curling Association and the World Curling Federation to help bring the sport to people around the globe.”

There’s still time to get in on the action and buy tickets for the 2011 World Financial Group Continental Cup. For more information, go to [www.seasonofchampions.ca](http://www.seasonofchampions.ca).

### **ABOUT WORLD FINANCIAL GROUP**

World Financial Group (WFG), through its affiliated companies, offers life insurance and a broad array of financial products and services in Canada and the United States. Driven by its mission to help build and protect wealth for families, WFG’s independent associates strive to help those who are often overlooked by the financial services industry to plan for their financial futures and work toward their goals. Through its affiliated companies, WFG has agreements with several of the financial and insurance industries’ leading companies, allowing WFG associates to advocate 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.

A proud sponsor of curling and curling teams, including the Ferbey Four, since 2005, World Financial Group is honored to support the Canadian Curling Association and to have served as the title sponsor for the 2010 World Financial Group Canadian Senior Men’s and Women’s Curling Championships and the 2011 World Financial Group Continental Cup.

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