



FOR IMMEDIATE RELEASE

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MATT KENSETH TO DRIVE WORLD FINANCIAL GROUP FORD IN NATIONWIDE RACE AT ATLANTA

[Johns Creek, Ga.] — [Aug. 25, 2010] — [World Financial Group](#), Inc. has joined forces with NASCAR-series champions Roush Fenway Racing to sponsor the No. 16 World Financial Group Ford Fusion in the NASCAR Nationwide Series race on Sept. 4 at Atlanta Motor Speedway. The No. 16 WFG car will be driven by 2009 Daytona 500 Champion and 2003 NASCAR Sprint Cup Champion Matt Kenseth.

Kenseth, one of NASCAR's brightest superstars, actively competes in NASCAR's Sprint Cup and Nationwide Series. A native of Cambridge, Wis., Kenseth is one of only five drivers in NASCAR history to win a NASCAR Cup championship, the Raybestos Rookie of the Year Award, and the Daytona 500. During his 11-year Sprint Cup career, Kenseth has made the NASCAR Sprint Series "Chase for the Cup" championship run all but one year since its 2004 inception.

World Financial Group, Inc. has a rich history with Roush Fenway Racing. [WFG](#) was one of superstar Carl Edwards' first sponsors in the NASCAR Sprint Cup Series in 2004, and continued to sponsor Edwards and other Roush Fenway drivers in the Sprint Cup, Nationwide and Camping World Series' through 2008. For more information, visit WFG Racing.com.

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, advocating the power of choice for clients through agreements with several of the financial and insurance industries' leading 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 Roush Fenway Racing

Roush Fenway Racing is NASCAR's largest team operating eight motorsports teams. Four in the NASCAR Sprint Cup Series with drivers Matt Kenseth, Greg Biffle, Carl Edwards and David Ragan; and four in the Nationwide Series with Edwards, Ricky Stenhouse, Jr., Brian Ickler, Colin Braun, and Paul Menard. For more information on any of the Roush Fenway Racing teams, log onto www.RoushFenway.com.

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