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FOR IMMEDIATE RELEASE

## **Carl Edwards to Drive World Financial Group Ford in Nationwide Race at Phoenix**

**[Johns Creek, Ga.] — [April 11, 2011] — [World Financial Group, Inc. \(WFG\)](#)** has joined forces with NASCAR-series championship team Roush Fenway Racing to sponsor the No. 60 [World Financial Group](#) Ford Mustang in the NASCAR Nationwide Series race on Nov. 12 at the Phoenix International Raceway in Avondale, Ariz. The No. 60 WFG Ford will be driven by the 2007 Nationwide Series Champion Carl Edwards.

Edwards, one of NASCAR's brightest superstars, actively competes in NASCAR's Sprint Cup and Nationwide Series. A native of Columbia, Mo., Edwards has accumulated two NASCAR-sanctioned track championships, three Rookie-of-the-Year honors, and more than 75 feature wins while racing on both dirt and pavement tracks across the country within the first 10 years of his career.

World Financial Group, Inc. has a rich history with Roush Fenway Racing. WFG partnered with Roush Fenway as one of 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.

"I am honored to be teamed back up with World Financial Group. They are a great group of people. We have had a lot of success with them in the past, especially at Phoenix International Raceway. We have won two races there wearing the World Financial Group colors and plan on getting them to victory lane again this year," said Edwards.

World Financial Group, Inc. will sponsor a 100-day show car program this year in conjunction with Roush Fenway Racing, featuring a touring World Financial Group Ford Mustang that will be showcased at various World Financial Group office locations nationwide. The 2011 show car program runs from June to November.

Edwards will also be speaking to attendees at the [World Financial Group Convention of Champions 2011](#). The 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. This year's event will take place Aug. 2-6 at the MGM Grand in Las Vegas.

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**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](http://www.worldfinancialgroup.com)

**About Roush Fenway Racing** Roush Fenway Racing is NASCAR's largest team operating seven motorsports teams. Four in the NASCAR Sprint Cup Series with drivers Matt Kenseth, Greg Biffle, Carl Edwards and David Ragan; and three in the Nationwide Series with Edwards, Ricky Stenhouse, Jr., and Trevor Bayne. For more information on any of the Roush Fenway Racing teams, log onto [www.RoushFenway.com](http://www.RoushFenway.com)

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