



AVATAR
ASSOCIATES

FOR IMMEDIATE RELEASE

Contact: Lisa Karp, IAI
(770) 248-3232/lkarp@aegonusa.com

Larry Medin, Avatar Associates
(212) 624-1885/
lmedin@avatar-associates.com

INVESTMENT ADVISORS INTERNATIONAL SIGNS AVATAR ASSOCIATES AS NEWEST MONEY MANAGER

Avatar brings active asset allocation and proven track record in retirement plan market to IAI's corporate and individual clients

[Duluth, Ga.] — [Nov. 6, 2008] — [Investment Advisors International, Inc. \(IAI\)](#), the affiliate investment advisor firm of [World Financial Group, Inc. \(World Financial Group\)](#), announced today the addition of Avatar Associates as the organization's newest third-party money manager.

Avatar became the seventh independent money manager working with [IAI](#) to make active asset management available not only to affluent clients and large corporations, but also to middle-income individuals and families and small businesses.

"We are proud to add Avatar Associates to our team of professional money management firms who are committed to helping us bring active money management, previously available only to institutions and affluent individuals, to middle-income families," said [IAI](#) President Kevin Palmer. "Avatar can help us further accomplish this goal by providing services not only to individuals, but also by using their many years of expertise in the 401(k) plan market to help small and large businesses alike offer solid programs for their employees."

Avatar Associates specializes in active asset allocation and manages approximately \$1.3 billion in assets. Widely recognized for its risk reduction investment strategy, Avatar Associates had one of its funds recently ranked No. 1 in U.S. Allocation Collective Investment Trusts Universe by *Pensions & Investments* (published August 18, 2008).

"Avatar is honored to be included as an asset manager with IAI," said Avatar CEO and CIO Ted Theodore. "We are the only company in the industry with 38 years of experience specifically focused on active asset allocation as the primary business on a big scale."

"We have great expertise in the retirement plan marketplace," added Avatar President Larry Medin. "Avatar is a prudent choice for investors looking for an efficient, lower cost investment alternative that covers the broad spectrum of asset classes now available. 401(k) plan sponsors are particularly attracted to our independence and transparency when evaluating investments for their plans."

Launched in June 2006 as the affiliate investment advisor firm of [World Financial Group \(WFG\)](#), [IAI](#) began operations to provide personal, fee-based professional money management services to middle-income individuals and families. To help the firm reach that goal, IAI's third-party money managers did what a lot of other industry firms would not do: take on accounts with less than a six-figure investment minimum and provide active, daily money management. As the company grew, [IAI](#) realized the business model worked well for a range of clients, and now serves everyone from middle-class families to affluent clients as well as large and small corporations with various investment needs, including retirement plans.

Both [Investment Advisors International](#) and [World Financial Group](#) are [AEGON](#) companies. AEGON N.V. is one of the world's leading life insurance and pension groups, and a provider of investment products.

About Investment Advisors International, Inc.

[Investment Advisors International, Inc.](#) is an SEC registered investment advisor with more than 775 investment advisor representatives who can do business in all 50 U.S. states. [IAI](#) is dedicated to one simple mission – to create financially independent families by growing and protecting their wealth through active money management. Through its team of independent investment advisor representatives (IARs), [IAI](#) brings professional money management services previously reserved for institutions and the wealthy to underserved, middle-income families.

In Ohio, Texas and Alabama, services are provided under the assumed name of [IAI Investment Advisors, Inc.](#) Headquarters: 11315 Johns Creek Parkway, Duluth, GA 30097. For more information, please visit <http://www.InvestmentAdvisorsInternational.com>

About Avatar Associates

Avatar Associates is a New York based, independent investment manager and asset allocator, specializing in risk reduction investment strategies. Since 1970, institutional and private clients have entrusted Avatar to help them participate in market advances and protect them against market losses. Avatar was founded by Ned Babbitt and his first associate, Marty Zweig, a noted investment leader of the day. They pioneered a number of now widely accepted investment disciplines – Avatar's monetary research was summarized by the financial world as "Don't fight the Fed" and our respect for market information became known as "Don't fight the tape." Today Avatar, a leader in implementing asset allocation strategies with Exchange Traded Funds (ETFs), works with institutions, wrap brokerage accounts, financial planners and advisors, and private clients. Avatar employs a quantitative, top-down, macro-economic model, refined qualitatively by a seasoned research and portfolio management team. For more information about Avatar Associates, please visit www.avatar-associates.com.

About World Financial Group, Inc.

[World Financial Group, Inc.](#) is a financial services marketing organization whose affiliates offer life insurance and a broad array of financial products and services. Through its independent associates, [World Financial Group](#) strives to help middle-income individuals and families to plan for their financial futures and work toward their goals. Securities offered through World Group Securities, Inc., Member FINRA/SIPC. Insurance products offered through [World Financial Group](#) Insurance Agency, Inc. (WFGIA) or its subsidiaries. Headquarters: 11315 Johns Creek Parkway, Duluth, GA 30097-1517, Duluth, GA 30097. For more information, please visit WorldFinancialGroup.com

###