



**FOR IMMEDIATE RELEASE**

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## **INVESTMENT ADVISORS INTERNATIONAL HITS \$1 BILLION ASSET GOAL**

**[Duluth, Ga.] — [Nov. 27, 2007]** — Investment Advisors International, Inc. (IAI), the affiliate investment advisor firm of World Financial Group, Inc. (WFG), announced today the company reached its year-end goal to place \$1 billion in assets under management with third-party managers several weeks early and within 17 months of opening its doors.

“IAI has reached this milestone by staying focused on our mission of helping families grow and protect their wealth through active money management,” said Jim Stoddard, IAI President. “While other firms want to exclude the middle class and focus only on high net worth individuals and large institutions, IAI and its third-party money managers have created a more inclusive model that allows our IARs to be more responsive to the overall market.”

Launched in June 2006 as the affiliate investment advisor firm of World Financial Group, IAI began operations to provide personal, fee-based professional money management services to middle-income individuals and families. Because WFG specializes in assisting middle-income clients, IAI’s third-party money managers do what a lot of other firms will not: take on accounts with less than a six-figure investment minimum and provide active, daily money management. As the business grew, the business model worked well for a range of clients. IAI can now serve everyone from middle-class families to affluent clients as well as large and small corporations with various investment needs, including retirement plans.

“Most of the financial services industry is just waking up to the realization that middle-income individuals and families need help. But that is something World Financial Group has known all along. We’ve been dedicated to helping everyday families realize financial independence since we started,” said Monte Holm, WFG President. “IAI gives clients who are ready to take that next step an opportunity to have their accounts actively managed daily, a service they wouldn’t be able to touch at a lot of firms without several hundred thousand dollars to invest. WFG and IAI were both committed to bringing this important financial service to the average American. And from IAI’s results, you can see it is a service that is very much needed.”

Since its inception, IAI has opened 7,185 accounts averaging more than \$1.4 million per day in assets placed with its money managers.

Both World Financial Group and Investment Advisors International are AEGON companies. The AEGON companies are one of the world’s leading life insurance and pension organizations, and a provider of investment products.

### **About Investment Advisors International, Inc.**

Investment Advisors International, Inc. (IAI) is an SEC registered investment advisor with more than 450 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.  
InvestmentAdvisorsInternational.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 in the United States and Canada, 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. (WGS), 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. WorldFinancialGroup.com

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