



News

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Transamerica Retirement Services CEO Chosen to Lead AEGON's U.S. Employer Solutions and Pension Business

LOS ANGELES – March 30, 2009 – Transamerica Retirement Services, a marketing unit of Transamerica Financial Life Insurance Company, announced the promotion of CEO and President Kent Callahan to Group Head of Employer Solutions and Pensions for the AEGON companies. In his expanded role, Mr. Callahan will oversee the operations of Diversified Investment Advisors, Inc., Transamerica Retirement Services, Worksite Marketing and Clark Consulting, Inc. Mr. Callahan will also retain his current role as President and CEO of Transamerica Retirement Services. This newly formed group includes more than 3,000 employees of AEGON companies.

The Employer Solutions and Pensions group creates a new structure which will enable the AEGON companies' business customers to understand the broader portfolio of products and services offered by these four business units. It will also provide synergistic opportunities to serve AEGON companies' clients more efficiently and open up distribution opportunities.

Mr. Callahan, 48, has been instrumental in growing the AEGON companies' pension business through his leadership of Transamerica Retirement Services. Since taking on the role of CEO in 2003, Transamerica Retirement Services' business has grown by an average of 10.4 percent¹ over the five year period. Mr. Callahan joined Transamerica Retirement Services in 1986 and has served in several different roles prior to being promoted to President and CEO. Mr. Callahan will continue to be based in Atlanta and will report to Mark Mullin, President of AEGON Americas.

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About Transamerica Retirement Services

Transamerica Retirement Services ("Transamerica"), a marketing unit of Transamerica Financial Life Insurance Company, 4 Manhattanville Road, Purchase, New York 10577, and other of its affiliates, designs customized retirement plan solutions to meet the unique needs of small- to mid-sized businesses. Transamerica Retirement Services ranked as the top plan provider² in a recent *PLANSPONSOR*[®] Magazine Defined Contribution Survey and has more than 15,000¹ retirement plans totaling more than \$13.2¹ billion in assets. For more information about Transamerica, please refer to www.TA-Retirement.com.

About AEGON N.V.

AEGON is one of the world's leading life insurance and pension groups, and a provider of investment products. AEGON empowers local business units to identify and provide products and services that meet the evolving needs of customers, using distribution channels best suited to local markets. AEGON takes pride in balancing a local approach with the power of an expanding global operation. With headquarters in The Hague, the Netherlands, AEGON companies employ more than 33,000 people worldwide. AEGON's businesses serve millions of customers in over twenty markets throughout the Americas, Europe, and Asia, with major operations in the United States, the Netherlands and the United Kingdom.

Respect, quality, transparency and trust constitute AEGON's core values as the company continually strives to meet the expectations of customers, shareholders, employees and business partners. AEGON is driven to deliver new thinking with the ambition to be the best in the industry.

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¹ As of December 31, 2008.

² The November 2008 PLANSPONSOR® Magazine Defined Contribution Survey results place Transamerica Retirement Services among the top providers out of 52 for retirement plans with up to \$50 million in assets based on total number of cups won. See the November 2008 issue of PLANSPONSOR® Magazine for complete results.