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**Transamerica Launches Financial Educators Academy to
Expand Access to Financial Education**

*Transamerica and the National Financial Educators Council
aim to build better household money management within local communities*

Transamerica has teamed with the National Financial Educators Council to promote greater personal financial knowledge among Americans by equipping individuals from all walks of life with the essential information and skills to teach the basics of successful money management.

The Transamerica Financial Educators Academy offers interested individuals the opportunity to become certified instructors by completing 11 required courses covering topics that will help them teach financial psychology; savings, budgeting and account management; credit, debt and loans; investing; retirement preparedness; as well as how to effectively discuss money matters with young people. Those who successfully complete all courses will earn the distinction of being recognized by the National Financial Educators Council as Certified Financial Education Instructors (CFEI).

“Transamerica is committed to helping individuals and families make informed decisions that will enable them to achieve long-term financial security,” said Deb Rubin, senior vice president with Transamerica Retirement Solutions. “We recognize that too many Americans lack the essential knowledge to make those decisions and would like to better understand the basics of personal finance. The Transamerica Financial Educators Academy offers an effective process for individuals to become certified to teach others in their communities and help them improve their financial outlook. Sharing information is a powerful way to help people become more confident about their financial futures, and that’s why we’re inviting interested people to become instructors in effective money management.”

According to a 2014 LIMRA study, 48 percent of household financial decision-makers feel they are “not at all knowledgeable” or “not very knowledgeable” about investments and financial products. These same individuals also recognize the need to be better informed, although just over one in 10 said they had some formal financial training, like a class or seminar.

“The Transamerica Financial Educators Academy is a meaningful initiative because it provides certification and pre-packaged materials to those who want to teach, and ultimately valuable education to those who want to learn,” said Vince Shorb, president of the National Financial Educators Council. “This grassroots approach has the potential to create better household money management in more communities.”



To find out more about becoming a Certified Financial Education Instructor through the Transamerica Financial Educators Academy program, visit the website: <http://www.financialeducatorsCouncil.org/FEA/> .

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About Transamerica

With a history that dates back over 100 years, the Transamerica companies are recognized as leading providers of life insurance, savings and retirement and investment solutions, serving millions of customers throughout the United States. Transamerica works to Transform Tomorrow® for those who entrust its dedicated professionals with their financial needs, helping them take the necessary steps to achieve their long-term goals and aspirations.

Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in over 25 markets worldwide with some 28,000 employees. For the full year of 2014, Aegon managed \$675 billion in revenue generating investments. www.transamerica.com

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