



AEGON Financial Solutions Group (AFSG) Transitions to Transamerica Life & Protection

We are excited to announce that we are changing the identity under which we operate and will leverage the Transamerica Brand. You know us today as AEGON Financial Solutions Group (AFSG). We will begin transitioning to **Transamerica Life & Protection beginning in 2011.**

Why the name change? As you know, the Transamerica name is recognized throughout the world. This name is not only prevalent in the financial institution market, but also in the eyes of consumers. We believe the Transamerica brand will greatly enhance our image in the industry.

You will begin seeing our new identity used on business cards, signature lines on emails, and other items that can be changed immediately. Items such as brochures, advertising material, websites, and newsletters will be updated over time. On occasion, you may also see us reference ourselves as Transamerica Life & Protection Financial Solutions when we need to distinguish ourselves from other divisions of our company.

You will continue to work with the same people. One of the first changes you will see is with our email configurations. You will start to see the new format as @Transamerica.com at which point web sites and email addresses will change as well. The @aegonusa.com address will remain available and working for some time, so we will continue to receive e-mails sent to that address.

Your relationship is very important to us and we look forward to continued growth with you as Transamerica Life & Protection. If you would like to learn more about Transamerica, our products and services, or if you have any questions, please feel free to call me at (410) 209-5714.

Warm regards,

Todd Schubert
SVP – Business Unit Leader
Transamerica Life & Protection
Financial Solutions