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FOR IMMEDIATE RELEASE

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AmeriLife® Expands Annuity Distribution with Acquisition of Dallas Financial Wholesalers

Clearwater, Fla. – AmeriLife Group, LLC (“AmeriLife”), a national leader in developing, marketing and distributing annuity, life and health insurance solutions, has acquired Dallas Financial Wholesalers (DFW) in a private transaction. Including DFW, AmeriLife now generates over \$3 billion in annual annuity premium.

DFW, a leading independent marketing organization with a 50-state distribution network, has helped financial advisors and insurance agents serve their clients for more than 30 years. DFW’s innovative solutions, developed in partnership with leading insurance carriers, include the first Multi-Year Guarantee Annuity.

DFW’s founder, Ron W. Rawlings, will continue to lead the DFW team as the principal - under the DFW brand - from their Plano, Texas headquarters. He will hold a minority interest in DFW and will be a principal and member of the management team in AmeriLife’s annuity and retirement planning brokerage distribution channel.

“We are excited to join AmeriLife, long-recognized as a powerhouse in our industry,” Rawlings said. “We see today’s announcement as a natural extension of our decade-long collaboration with AmeriLife to build and market innovative annuity products. As part of AmeriLife, we can provide solutions across the full spectrum of financial and protection needs. And we can leverage AmeriLife’s best-in-class technology and administrative resources while we maintain our focus on what we do best: help financial professionals grow their business.”

Rawlings has been featured in *The Wall Street Journal*, on the ABC Evening News and in the *Journal of Financial Planning*. He has served on the board of directors for industry groups such as the Financial Planning Association, the professional trade group for Certified Financial Planners. He was a member of the federal government’s Business Advisory Council and the Presidential Business Commission during the administration of President George W. Bush.

“It’s an honor to welcome Ron and the DFW team to the AmeriLife family,” said Scott R. Perry, CEO of AmeriLife. “Ron and his team have built an outstanding marketing organization based on innovation, integrity and service.”

Perry said AmeriLife completed three acquisitions in the latter half of 2018, and plans to continue making strategic investments in insurance marketing companies with strong leadership and growth



potential, as well as in platforms that further the delivery of a broad range of insurance and financial solutions for Americans planning for - or living in - retirement.

About AmeriLife

AmeriLife is a national leader in developing, marketing and distributing annuity, health and life insurance solutions that enhance the lives of pre-retirees and retirees. For nearly 50 years, AmeriLife has partnered with the nation's leading insurance carriers to provide value and quality to customers served through its national distribution network of over 140,000 insurance agents and advisors, 20 marketing organizations, and 45 insurance agency locations. Visit www.AmeriLife.com and follow us on Facebook, Twitter and LinkedIn.

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