



NEWS

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- For Immediate Release -

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The Assurance Group Completes Acquisition of Barnes Financial Group

Archdale, NC, June 15, 2011 - Ed Shackelford, CEO of The Assurance Group, announced today the acquisition of The Barnes Financial Group has been finalized. The Barnes Financial Group (BFG) is a Charlotte, NC based insurance marketing organization concentrating on the marketing and sale of insurance products to those aged 50 and older including life, health, long-term care and annuities.

Commenting on the acquisition, Shackelford stated, "Our corporate strategy includes both acquisition and organic growth initiatives. Our acquisition of BFG fits our distribution model very well in addition to strengthening our sales management team. I am extremely pleased that Rick Barnes has joined our sales team as a result of the BFG acquisition."

The Assurance Group will maintain a Charlotte office location which will continue under the management of Rick Barnes.

Barnes also commented, "The resources that The Assurance Group is able to dedicate toward growing our Charlotte market presence is outstanding. I am appreciative of the confidence Mr. Shackelford has placed in me to spearhead our market growth in and around the greater Charlotte area."

About The Assurance Group

Founded nearly twenty-five years ago to primarily serve the life and health insurance needs of the residents in the Triad area of North Carolina, The Assurance Group has grown to national prominence as a provider of life, health, annuity and property/casualty products through both career and independent agents. Over one-hundred employees serve thousands of agents and nearly one-million clients from the home office campus in Archdale, NC and regional/district offices throughout the Southeast and Mid-West.

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