

AEGIS FINANCIAL NEW BRAND FOR FIRST ANNUITY & INSURANCE MARKETING, INC.

SUPERIOR FOCUS ON EXPANSION WHILE PRESERVING SMALL BUSINESS CULTURE

Denver, CO (September 14th, 2018) Today marks the debut of Aegis (pronounced a-jus) Financial as the new name for First Annuity & Insurance Marketing and its leading independent financial distribution platform, positioning the company for continued growth and expansion in the industry.

First Annuity & Insurance Marketing, Inc., is one of the premier independent financial distribution companies, unique in its approach to servicing independent financial professionals.

For nearly 25 years, 'First Annuity,' now Aegis Financial, has focused on providing a small business experience with high level resources often associated with larger firms, giving their clients the best of both worlds.

"As our company continues to grow, it was important to us to choose a name that will accurately represent everything we do here," says Darin Lucas, President and CEO. "It is equally as important for us to maintain the small business culture our clients have come to depend on to help grow their businesses."

"Where we came from is still who we are today," says Carl Muehlemeyer, Chief Operating Officer, "and we will continue to keep our clients (agents) at the center of everything we do."

Darin and Carl founded First Annuity in 1995 and together, envisioned creating a business that had "fewer clients, more attention," based on the movie Jerry McGuire. That commitment is still in place today at Aegis Financial and both principals stress that, although the brand is changing, the DNA of the firm, including ownership and staff, will remain the same.

About Aegis Financial

Aegis Financial is one of the premier financial marketing organizations in the country providing annuity, life insurance, wealth management, retirement and business solutions to independent insurance professionals, financial advisors and their clients.

For more information about Aegis Financial, visit www.aegisfinancial.com or call 800.579.7923.



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