



November 4, 2009

## **Hanlon Investment Management expands relationship with Transamerica.**

Egg Harbor Township, NJ, November 4, 2009 – Hanlon Investment Management (Hanlon) and Transamerica Life Insurance Company (Transamerica) are pleased to announce they have expanded their relationship. Beginning November 23, 2009, the four Transamerica Hanlon Subaccounts listed below will be available in the Transamerica and Western Reserve Life Assurance Company of Ohio (Western Reserve Life) Variable Annuity product line.

Transamerica Hanlon Growth VP  
Transamerica Hanlon Growth & Income VP  
Transamerica Hanlon Balanced VP  
Transamerica Hanlon Managed Income VP

These four subaccounts are already available in the Western Reserve Life Variable Universal Life product. Western Reserve Life and Transamerica Life Insurance Company are both wholly owned subsidiaries of the AEGON companies.

The subaccounts are sub-advised (managed) by Hanlon using their tactical and strategic portfolio management techniques. These techniques use a combination of Modern Portfolio Theory and Intermediate Term Trend Following. The Hanlon portfolios have historically experienced less volatility over time because of the trend following technique that results in portfolios exiting markets that are exhibiting excessive downside volatility. Hanlon invests primarily in Exchange Traded Funds (ETFs). Our typical subaccount holdings are domestic and international equity and bond ETF's, as well as much smaller allocations to commodity, currency, interest rate direction and real estate ETF's.

“Years back we decided it was time to build and deploy investment management solutions that addressed the needs for tactical diversification. We observed that long-term investment success is achieved by avoiding the very large loss periods as well as being invested during the very profitable periods. Our investment strategies focus on portfolio preservation in addition to portfolio profitability. It has worked well for our clients.” said Sean Hanlon, CFP®, Chairman, CEO and Chief Investment Officer of Hanlon. “We are pleased that Transamerica, a company with tremendous size, brand and associated industry experience and respect, has contracted with us for sub-advisory investment management services. Transamerica’s vision for recognizing the need to deliver a wide range of solutions within their variable product is impressive. Their distribution capability is equally as impressive.”

“We are strategically including new investment options and maintaining our rider features as investors seek additional solutions for their retirement needs,” said Dave Paulsen, executive vice president and national sales manager for annuities at Transamerica Capital, Inc. “While many industry providers continue to retreat, we remain committed to providing powerful investment options and helpful variable annuity strategies. The addition of these subaccounts means financial professionals have even greater control over the allocation process, allowing clients to take advantage of opportunities available with our living benefit riders.”

The launch of these portfolios represents an additional channel and exciting opportunity for investors to access the tactical and strategic asset allocation money management discipline that Hanlon offers. “Investors are seeking additional solutions to meet their long-term investment needs. There is now a paradigm-shift moment towards more active strategies. Hanlon provides those active strategies” said Sean Hanlon. “Hanlon has been offered in a wrap-account, advisory service in brokerage, variable annuity, variable universal life and 401k platforms, using mutual funds, ETF’s and the subaccounts offered within variable product. Now, the Hanlon strategies are available through sub-advised portfolios within the variable product – we have our own subaccounts. This presents a new distribution method for Hanlon’s investment management expertise. Much thanks and appreciation goes out to the many professionals at Hanlon and Transamerica that worked very hard in launching these subaccounts within the Transamerica series of variable annuities.”

Hanlon Investment Management, Inc., located in Egg Harbor Township, New Jersey employs 40 professionals in the areas of Portfolio Management, Sales and Marketing, Client Services, Compliance, Accounting and Technology. The firm manages over \$1 billion consisting of over 10,000 accounts. Hanlon's external and internal wholesaling team covers all 50 United States, calling on financial advisors and planners primarily in the independent broker dealer channel. Hanlon's portfolio management services include managing accounts on brokerage, variable annuity, variable universal life, 401(k) - 403(b) account platforms.

Transamerica companies market an array of life insurance, annuities, retirement solutions and investments designed to help individuals, families, and businesses build, protect and preserve their assets. The Transamerica companies are members of the AEGON Group, an international life insurance, pension and investment group, based in The Hague, the Netherlands. For more information about Transamerica, visit [www.transamerica.com](http://www.transamerica.com).

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