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AEGON Direct Marketing Services, Inc. Joins the Consumer Health Alliance

Dallas, Texas, May 15, 2006 – The Consumer Health Alliance (“CHA”) announced today that AEGON Direct Marketing Services, Inc. (“ADMS”) has joined its national trade association.

“CHA is the leading trade association of the discount healthcare industry and we are especially pleased when a leading marketing company such as AEGON Direct Marketing Services, Inc. joins our association. Our role in providing consumers and policymakers information about the discount healthcare industry is vital as the U.S. grapples with ways to expand access to affordable healthcare. Adding new members is critical to supporting our efforts in this regard and we recognize ADMS for their contributions,” said Barbara Flood, CHA Chair.

Flood commented as more and more Americans seek affordable healthcare, it is essential that the marketplace offer a wide variety of insurance and non-insurance products to meet consumer demands and their healthcare needs. CHA strongly advocates that non-insurance products and services continue to be offered in the marketplace.

About the Consumer Health Alliance: CHA was founded in 2002, and is a national, non-profit trade association representing discount healthcare programs that are not insurance. Its member companies serve more than 28 million consumers nationwide. Its mission is to educate consumers and policymakers about the benefits of discount programs, promote fair and ethical business practices and to work with state legislators and regulators. For more information, visit CHA’s website at: www.consumerhealthalliance.org

About AEGON Direct Marketing Services, Inc.

AEGON Direct Marketing Services, Inc. (ADMS) is the premier direct marketer of life and supplemental health insurance products and fee-based programs. With locations in Atlanta, Georgia Baltimore, Maryland, Frazer, Pennsylvania and Plano, Texas, AEGON Direct Marketing Services, Inc. is a member of the AEGON Group, which is one of the world's leading insurance and financial services organizations. Insurance products marketed by AEGON Direct Marketing Services, Inc. are underwritten by Monumental Life Insurance Company, Transamerica Life Insurance Company, Life Investors Insurance Company of America, Peoples Benefit Life Insurance Company, Transamerica Financial Life Insurance Company, and Stonebridge Life Insurance Company. For more information, visit the ADMS website at www.AEGONDMS.com.

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