



## **FBL Financial Group Schedules Second Quarter 2010 Earnings Date, Conference Call and Webcast**

WEST DES MOINES, Iowa, Jul 13, 2010 (BUSINESS WIRE) -- **FBL Financial Group, Inc. (NYSE: FFG)** will announce its second quarter 2010 earnings after the close of market on Thursday, August 5, 2010. The second quarter earnings release and financial supplement will be posted on the FBL Financial Group website ([www.fblfinancial.com](http://www.fblfinancial.com)) at that time.

FBL Financial Group will hold a conference call to discuss second quarter 2010 earnings on Friday, August 6, 2010 at 11:00 a.m. ET. The conference call will be webcast live on the Internet. Investors and interested parties who wish to listen to the call on the Internet may do so at [www.fblfinancial.com](http://www.fblfinancial.com).

The call may also be accessed by telephone at (877) 857-6150. A transcript of the prepared comments from the call, as well as an audio replay, will be available shortly after the call on FBL Financial Group's website. An audio replay will also be available via telephone through August 12, 2010 by calling (888) 203-1112 or (719) 457-0820 and inputting code 4594721 when prompted.

FBL Financial Group is a holding company whose primary operating subsidiaries are Farm Bureau Life Insurance Company and EquiTrust Life Insurance Company. FBL Financial Group underwrites, markets and distributes life insurance, annuities and mutual funds to individuals and small businesses. In addition, FBL Financial Group manages all aspects of two Farm Bureau affiliated property-casualty insurance companies for a management fee. For more information, please visit [www.fblfinancial.com](http://www.fblfinancial.com).

FFG-1

SOURCE: FBL Financial Group, Inc.

FBL Financial Group, Inc.  
Kathleen Till Stange, 515-226-6780  
Investor Relations Vice President  
[Kathleen.TillStange@FBLFinancial.com](mailto:Kathleen.TillStange@FBLFinancial.com)

Copyright Business Wire 2010