



## **FBL Financial Group to Present at Keefe, Bruyette & Woods 2009 Insurance Conference**

WEST DES MOINES, Iowa, Sep 08, 2009 (BUSINESS WIRE) -- **FBL Financial Group, Inc. (NYSE: FFG)** today announced that James E. Hohmann, Chief Executive Officer, and Jim Brannen, Chief Financial Officer, will be presenting at the Keefe, Bruyette & Woods 2009 Insurance Conference in New York, NY on Thursday, September 10, 2009, at 11:05 a.m. ET. The presentation will provide an overview of FBL Financial Group's businesses, strategies and financial results. Investors may access a webcast of the presentation on FBL's website at [www.fblfinancial.com](http://www.fblfinancial.com).

*Certain statements made during this presentation may be forward-looking statements that involve certain risks and uncertainties. The risks and uncertainties that could cause actual results to differ materially are detailed in FBL's reports filed with the Securities and Exchange Commission.*

FBL Financial Group is a holding company whose primary operating subsidiaries are Farm Bureau Life Insurance Company and EquiTrust Life Insurance Company. FBL underwrites, markets and distributes life insurance, annuities and mutual funds to individuals and small businesses. In addition, FBL 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).

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