



FBL Financial Group Names Kevin R. Slawin Executive Vice President, Marketing & Distribution

WEST DES MOINES, Iowa, Oct 06, 2009 (BUSINESS WIRE) -- **FBL Financial Group, Inc. (NYSE: FFG)** announced today that Kevin R. Slawin will join the company as Executive Vice President, Marketing & Distribution. In this new role, Slawin will be responsible for all aspects of the organization's marketing and distribution functions including business development, brand management, sales management and agent recruiting and retention. He will report directly to Chief Executive Officer James E. Hohmann and will join the company on October 12, 2009.

Slawin comes to FBL Financial Group with more than 30 years of experience in the financial services industry. Over the past 14 years, he has held a number of senior management positions at Allstate Financial including CEO, Allstate Bank; Senior Vice President, Operations and Technology; and Senior Vice President, Chief Financial Officer. Most recently, he served as President, Distribution.

Slawin holds a Masters of Management degree from the J. L. Kellogg Graduate School of Management at Northwestern University and a B.S. degree in accounting from Indiana University. Slawin currently serves on the Board of Directors of the Insurance Market Standards Association (IMSA) and the Board of Trustees for American College.

"Slawin brings outstanding experience and insight to this new position on our management team," said Chief Executive Officer James E. Hohmann. "His proven leadership and accomplishments in the financial services industry position him to contribute, in significant ways, to our plans for driving long-term profitable growth for FBL Financial Group."

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.

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SOURCE: FBL Financial Group, Inc.

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