

FOR IMMEDIATE RELEASE

INNOVATIVE FINANCIAL GROUP EXPANDS TO GEORGIA

Nashville-based Firm Acquires John Hancock Financial Network Affiliate in Atlanta

ATLANTA, Ga. (April 13, 2011) – Innovative Financial Group (IFG) is proud to announce the acquisition of an Atlanta financial firm within the John Hancock Financial Network (JHFN). This is the first office outside the state of Tennessee for IFG, which serves as the John Hancock affiliate for Nashville, Memphis, and Chattanooga.

Before joining IFG, the Atlanta office and its 14 financial representatives operated under the John Hancock name. In addition to adopting the IFG brand, the Atlanta office is now under new leadership. Richard K. Walters has been named senior vice president at IFG and will serve as site manager. With more than 15 years in the financial industry and experience in managing financial representatives and building his own financial services practice, Walters will be responsible for developing and managing the overall strategy and direction of the Atlanta group and ensuring infrastructure effectively supports the firm's financial representatives and clients.

“At IFG, our goal for 2011 is to consistently bring in new and talented financial representatives who share our passion for developing strong relationships with every client and providing them with highly personalized strategies for achieving their financial goals,” said Alan Moore, President and CEO of IFG. “We’re pursuing that goal by expanding in two ways. First, we’re hiring new positions in Tennessee and Georgia, and second, we’re identifying successful, like-minded firms such as our new office in Atlanta and bringing them into the IFG organization.”

Innovative Financial Group has an open platform and can offer a wide range of products and services from a variety of companies to its clients. IFG's message to clients and associates is “Your Goals. Our Solutions.”

About Innovative Financial Group:

A member of the John Hancock Financial Network based in Nashville, Tenn., Innovative Financial Group (IFG) has been serving clients for more than 60 years. Additional locations in Atlanta, Memphis, and Chattanooga have helped expand IFG's ability to provide successful solutions to meet the needs of individual and business clients.

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