



FOR IMMEDIATE RELEASE

CONTACT:

Greg Joslyn, The Lowe Group

greg.joslyn@lowecom.com

+1 (414) 376-7275

**DPL Financial Partners welcomes Ameritas to Commission-Free insurance
Network for RIAs**

*Ameritas' fee-only variable universal life and variable annuity products now available to DPL
member firms*

LOUISVILLE, KY., April 11, 2019 – DPL Financial Partners (“DPL”), the leading insurance network for registered investment advisors (RIAs), today announced the addition of Ameritas Life Insurance Corp. to its lineup of select carrier partners. DPL will immediately begin offering member RIA firms Ameritas’ no-load variable universal life insurance and no-load variable annuity.

“At DPL, we’re focused on curating a commission-free life and annuity offering that can bring significant value to an RIA’s practice and improve the outcomes of their clients’ financial plans,” said DPL Founder and CEO David Lau. “Ameritas has long served RIAs and we believe this partnership further enhances DPL’s marketplace for commission-free insurance, making DPL the ideal one-stop-shop for RIA client insurance needs.”

Thomas Fink, VP of RIA Business Development at Ameritas, added: “We’re excited to be working with DPL to further our initiative to serve RIAs as the no-load insurance pioneer. We recognize that as RIA customers transition from the wealth accumulation phase and start focusing on retirement income and security, they will appreciate advisors who have access to—and, just as important, have been educated on—these Ameritas products.”

With Ameritas, DPL extends its offering of no-load annuities and life insurance to twenty-six. According to Mr. Lau, the products on the DPL platform are carefully chosen with an emphasis on quality over quantity: “We look for the best value in each product category. To the extent there are multiples of a product type, it’s because one product may have unique features that offer different benefits than others in the category. Our DPL consultants educate our members on the products and features so advisors understand their options and benefits to clients.”

About DPL Financial Partners

DPL Financial Partners is the leading RIA insurance network that brings low-cost, commission-free insurance solutions from a variety of the nation's top carriers to RIA practices. DPL's mission is to create a marketplace of no-load insurance products that enables RIAs to incorporate insurance into their practice to more holistically serve their clients. Clients benefit from products with improved pricing and fiduciary implementation of products rather than a commissioned, sales-driven one. www.dplfp.com

About Ameritas®

Ameritas is a marketing name for Ameritas Mutual Holding Company and its affiliated subsidiary companies, including Ameritas Life Insurance Corp. and Ameritas Life Insurance Corp. of New York. Founded in 1887, Ameritas offers a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans; investments; asset management and public finance. Securities and investment advisory services offered through affiliate Ameritas Investment Corp., member FINRA/SIPC. For more information, visit ameritas.com. Variable products are issued by Ameritas Life Insurance Corp. and underwritten by Ameritas Investment Corp. Ameritas is not affiliated with DPL Financial Partners.

#####