

Media Release

Sentry Financial Group Announces New Head of Marketing & Wealth Protection Manager

Tuesday February 5th, 2013. Sentry Financial Group (Sentry) Chairman and Managing Director Murray Hills has announced the appointment of Danny Maher to the newly created role Head of Marketing & Wealth Protection Manager.

The appointment will be effective Monday February 11th.

Commenting on Danny Maher's appointment, Murray Hills said the multi faceted role would focus on implementing marketing programs to attract new practices, assist advisers to capitalize on growth opportunities and increase the dealer group's life insurance / wealth protection business.

In welcoming Danny Maher to Sentry, Murray Hills said his extensive 'hands on' financial services industry background, reputation and experience together with his commercial and leadership skills were the key factors to his successful appointment.

"Danny Maher has an excellent reputation as a financial services professional and has successfully implemented, delivered and managed distribution, marketing and recruiting programs. He will be an excellent addition and member of the Sentry senior management team," said Murray Hills.

During his extensive 20 year career, Danny has held many senior roles. Prior to joining Sentry, he was General Manager, Advice for FPSA.

This was preceded as Head of Distribution for AFS Group, National Sales Manager TOWER Life and Head of Distribution / National Sales Manager Intermediaries Colonial Group.

"This appointment as Head of Marketing & Wealth Protection Manager is an exciting challenge for me as it will provide the opportunity to assist one of the industry's leading dealer groups to grow and achieve its strategic business objectives," said Danny Maher.

Over the past two years, Sentry has invested significant funds and resources to develop programs dedicated to enhancing the expertise, competency and skills of advisers in the provision of wealth protection, estate and business planning and succession services for clients.

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One of Danny Maher's key objectives will be to build on the momentum of Sentry's risk protection activities and growth through the retention, development, productivity and recruitment of life risk advisers.

Murray Hills concluded, "The appointment of Danny Maher to the newly created role as Head of Marketing & Wealth Protection Manager is a significant milestone for Sentry and reflects our commitment to build the dealer group's success on the long term sustainable businesses of our advisers."

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Issued by Sentry Group Pty Ltd

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Notes to the Editor: Pictured below is Danny Maher, Head of Marketing & Wealth Protection Manager

