



FOR IMMEDIATE RELEASE

FRA FINANCIAL GROUP UNVEILS ITS NEW COMPANY MOTOR COACH

FRA will use the customized motor coach to support its independent associates and create awareness of the company's commitment to helping families across the United States achieve financial independence.

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O'Fallon, IL [Jun. 26, 2013] – FRA Financial Group's customized motor coach made its inaugural trip this week to the AMA Flat Track Grand National at the Illinois State Fairgrounds in Springfield. The motor coach is trackside in support of Aidan RoosEvans, son of FRA Founder Joe RoosEvans. Aidan, who is sponsored by FRA, is one of the competition's top contenders.



But sports sponsorship is only one way that FRA Financial Group plans to use its motor coach.

The 40-ft. vehicle that sleeps eight features the company's logo on the front, back and sides. FRA's motor coach will be used for company road trips to field offices, special events and business expos.

"The motor coach is a visible, tangible symbol of our commitment to our independent associates and their clients," says Joe RoosEvans, FRA Financial Group Founder and Chief Leadership Officer. "We tell our associates that they are in business for themselves but not by themselves. The motor coach will allow us to visit field offices, where we will provide leadership, mentoring, training and motivation."

Plans call for the motor coach to be used regionally and nationally for special events, such as tours and conventions. It also may be incorporated into FRA's incentive program.

About FRA Financial Group

FRA Financial Group is a financial services company committed to helping people achieve financial independence. FRA empowers families and individuals by providing them with the leadership, tools and innovative opportunity to take control of their financial future. Our independent associates market a variety of insurance products and financial services.

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