



**FOR IMMEDIATE RELEASE**

## **21<sup>ST</sup> CENTURY FINANCIAL EXPANDS INTO FLORIDA MARKET**

*Joint Venture With DeBartolo Wealth Management LLC To Expand Firm's*

*Geographic Footprint in Florida Market*

**Horsham, PA – October 11, 2007** – 21<sup>st</sup> Century Financial, a full-service financial services firm based in Akron, Ohio, and Pittsburgh, Pennsylvania, and committed to assisting clients with the accumulation, preservation and distribution of their wealth, expanded into the Florida market through a joint venture with DeBartolo Wealth Management LLC of Tampa, Florida. DeBartolo Financial Services LLC (DFS) will provide professional risk management, insurance, retirement and money management services in the Tampa Bay marketplace.

Charles Parks, president and CEO of 21<sup>st</sup> Century Financial, an affiliate of The Penn Mutual Life Insurance Company, will also serve as president of the new venture, the first such enterprise for Penn Mutual in the Florida market. Parks has more than 37 years of experience in the financial services industry. Edward Dropic will assume the role of executive vice president of DFS and handle the daily operations in Florida.

“We are excited to be expanding the 21<sup>st</sup> Century Financial family into Florida. As always, we will continue to serve the individual needs of our clients with superior products, strategic financial programs, experienced professional associates and a personal touch,” said Parks, president of DFS.

### **About The Penn Mutual Life Insurance Company**

The Penn Mutual Life Insurance Company is the nation's second oldest mutual life insurer. Founded in 1847, the company provides life insurance and annuities through a national network of financial professionals who help clients meet their financial needs with confidence. Penn Mutual supports its field representatives with brokerage services through Hornor, Townsend & Kent, Inc., Registered Investment Advisor and wholly owned subsidiary. Visit Penn Mutual on the Internet at <http://www.pennmutual.com>.

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