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NEWS RELEASE

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Sons of Norway Appoints Matt Roedel as National Sales Director

MINNEAPOLIS — Sons of Norway is pleased to announce that Matt Roedel has accepted the position of National Sales Director.

Roedel is an experienced sales leader known for his creative approach to driving change and development. With his proven track record of strategic innovation and years of experience in the financial services industry, Roedel is uniquely qualified to help Sons of Norway grow and adapt in today's constantly evolving market environment.

Prior to joining Sons of Norway, Roedel served as National Sales Director for Advisors Resource LLC in Hopkins, Minnesota. He is a graduate of the University of Minnesota and has earned certifications in financial and marketing management from the University of St. Thomas.

Sons of Norway, a financial services and international cultural organization headquartered in Minneapolis, began with shared values and a simple promise of financial security when like-minded people came together to protect their families, celebrate their culture and strengthen their community.

For 124 years, we've lived our mission to promote and preserve the heritage and culture of Norway, celebrate our relationships with other Nordic countries and provide quality insurance and financial products to our members. Now 50,000 members strong, we play an active role in communities throughout North America and Norway.

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