



## DEFINING THE FUTURE OF RETIREMENT

### **The Retirement Income Industry Association Announces Excellence in Communications Award Winners for 2007**

Boston, MA (September 18, 2007) The Retirement Income Industry Association (RIIA) announced the winners of its first annual Excellence in Communications awards which deliver independent, objective and cross-silo benchmarking of excellence in communications for the industry. The winners were honored at the RIIA Annual Meeting and Awards Dinner on September 17, 2007 at the Royal Sonesta Hotel in Cambridge, MA.

Says David Macchia, CEO of Wealth2k, Inc. and Chair of RIIA's Communications Committee, "Focusing the retirement income industry on the critical role that effective communications plays in business success is one of RIIA's key missions."

According to Macchia, "The award winners have shown recognizable leadership, innovation, and overall excellence in their retirement income communications tools. They serve as examples for others to model as financial services companies dedicate increasing resources to their communications strategies.

#### **Lifetime Achievement in Applied Retirement Research Award**

Winner: Professor Zvi Bodie, Boston University

#### **Retirement Income Advertising Award**

Winner: Nationwide Financial (Campaign Sponsor) and T:M Advertising (Creative Agency)

Name of Entry: Life Comes at You Fast

Runner up: AXA Equitable (Campaign Sponsor) and Merley & Partners (Creative Agency)

Name of Entry: 800-Pound Gorilla

#### **Retail Retirement Income Communications Award**

##### New Media

Winner: Morningstar

Name of Entry: Retirement Income, part of Principia Presentations & Education module

Runner up: Jackson National Life

Name of Entry: But What If I Live? The American Retirement Crisis

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### Printed Materials

Winner: Columbia Management

Name of Entry: Columbia Management Retirement Learning Center

Runner up: Securities America

Name of Entry: Imagine Your Life Without Limits

### **Defined Contributions Communications Award**

### DC Adviser Award

Winner: Lincoln Financial Group

Name of Entry: "Be a Know-It-All" i4LIFE® Advantage Campaign

Runner up: Merrill Lynch

Name of Entry: Merrill Lynch Retirement Income Service Sales Brochure

### DC Plan Participant Award

Winner: Genworth Financial

Name of Entry: Clear Course Personalized URLs

Runner up: Pacific Life Insurance Company

Name of Entry: Destination Independence

### **About the Retirement Income Industry Association**

RIIA ([www.riia-usa.org](http://www.riia-usa.org)) is a national, not-for-profit organization whose members are defining the future of retirement security in the United States. The vortex of innovation in the retirement income business, RIIA provides a non-biased forum for sharing information, strategies and research. RIIA members receive quantitative and qualitative analyses of trends in the manufacture, distribution and usage of retirement income products and services. The association facilitates understanding of retirement income issues through educational programs and training.

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