



DEFINING THE FUTURE OF RETIREMENT

The Retirement Income Industry Association Launches New Awards to Showcase Innovation in Retirement Communications

Boston, MA (May 14, 2007) The Retirement Income Industry Association (RIIA) recently announced a new awards program designed to deliver independent, objective and cross-silo benchmarking of excellence in communications for the industry. Awards will be announced at the RIIA Annual Meeting and Awards Dinner September 17, 2007 at the Royal Sonesta Hotel in Cambridge, MA.

According to Francois Gadenne, RIIA's Founding Chairman and President & CEO of Retirement Engineering Inc., the 2007 Awards will focus on efforts and contributions that are most helpful to Financial Advisors. "The Financial Advisors are the ones who find themselves 'between chairs' during the industry's dramatic transition from retirement accumulation strategies to income distribution imperatives," he explains.

"RIIA brings valuable benchmarks to these individuals and all of its members by recognizing and encouraging institutions, researchers and academics who deliver exceptional efforts and contributions to guiding us on our collective path of adaptation to the new world of retirement income security for the well-being of all Americans," states Gadenne.

The 2007 RIIA Awards and the judges include:

RIIA's Practical Research Award

Robert Tyndall, Group Publisher of *Research* and *Wealth Manager* magazines, is overseeing this award with a committee that is looking at recent academic research to identify, from the financial advisor's point of view, published research that has proven most practical and useful during this "between chairs" transition period.

RIIA's Advertising Award

Sean Hanna, President and Publisher of InvestmentWires, Inc., heads up this honor with his committee seeking the most creative and motivating advertising in the retirement income space. The awards will go to both the advertiser and to the creative agency.

RIIA's Retail Communications Award

Suzanne Siracuse, Vice President and Publisher of Crain's *InvestmentNews*, chairs the Retail Communications Award committee and will recognize the best in printed materials aimed at financial advisors who prepare themselves and their practices to help clients move from accumulating assets to the withdrawal of those assets for retirement income. Awards will be made in two categories: printed materials and new media.

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RIIA's Defined Contributions Communications Award

Charlie Ruffel, CEO of PLANSPONSOR, is working with his committee to recognize distinction in printed materials aimed at defined contribution planners who prepare themselves and their practices to help clients progress from accumulating assets to converting those assets to a retirement income stream. Awards will be made in two categories: printed materials and new media.

Says David Macchia, CEO of Wealth2k, Inc. and Chair of RIIA's Communications Committee, "Focusing the financial services industry on the critical role that communications will play in retirement income business success is one of RIIA's key missions. We are excited to introduce the new awards program because it recognizes progress in this vital area."

About the Retirement Income Industry Association

RIIA (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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