

**Noted Authors, Sam Khoury and Howard Bloom,
Are Keynote Speakers at the 2009 Retirement Income Industry Association's
Annual Meeting and Awards Dinner**

Boston, MA (August 10, 2009) Sam Khoury, a hands-on turnaround and crisis-management specialist, and Howard Bloom, a scientist in the field of mass behavior and the study of cultural convolutions, will present their unique and highly acclaimed views of business and capitalism at the upcoming Retirement Income Industry Association's Annual Meeting and Awards Dinner.

To be held on October 5-6, 2009 at the Boston Hyatt Harborside, the RIIA Annual Meeting is a unique venue offering a "View Across the Silos" of the retirement income and financial services industry to members and non-members alike. In light of today's economy and shaken financial markets, it's a "must attend" event for executives, financial advisors, academics, and researchers across the industry to learn about a cutting-edge paradigm that will help investors through the "new normal" of today's retirement income and management challenges.

"We are delighted to have such distinguished and intriguing authors present at our annual meeting," said Francois Gadenne, Executive Director and Chair of RIIA. "One of the goals of this event is to bring together the freshest ideas and most innovative thinking. What better way to do that than through the works of these two pioneers?"

Sam Khoury (www.rskenterprises.com) has repeatedly risked his entire net worth by acquiring troubled companies and betting that he could turn them around. Since 1983, Khoury has completed more than sixteen successful turnarounds in several industries. In his book, *Business is Hard; Failure is Optional: CEO's Choices and Challenges*, he offers practical methods for CEOs to achieve extraordinary results in just 180 days. At the RIIA Annual Meeting, Khoury will share his proven techniques for removing obstacles to success that inspire leaders to drive their businesses to the next level and find greater emotional fulfillment in being CEOs.

After graduating magna cum laude and Phi Beta Kappa from New York University, Howard Bloom (www.howardbloom.net) turned down four graduate fellowships and embarked on a 20-year-long urban anthropology expedition to penetrate what he calls "society's myth-making machinery"--the inner sanctums of politics and the media. Bloom is the author of four books: *The Lucifer Principle: A Scientific Expedition Into the Forces of History*, *Global Brain: The Evolution of Mass Mind From The Big Bang to the 21st Century*, *How I Accidentally Started The Sixties*, and the upcoming *The Genius of the Beast: A Radical re-Vision of Capitalism*. At the RIIA Annual meeting, he will address the topic: "Money is Emotion--Reinventing Capitalism: Putting Soul In the Machine."

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For more information about the RIIA Annual Meeting and Awards Dinner or to register for the event, please visit www.riia-usa.org.

About the Retirement Income Industry Association (www.riia-usa.org)

RIIA's mission as a national not-for-profit organization is to bring the retirement income industry together with a "View Across the Silos" to develop the products, processes and advisory services Americans need to create a secure retirement. Because RIIA members span the entire industry, they create a forum for sharing the freshest outlooks, the most modern thinking, the latest research and the newest product development within the realm of retirement income. This unique view provides investors and advisors with unbiased perspectives on key retirement income issues.

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