



DEFINING THE FUTURE OF RETIREMENT

The Retirement Income Industry Association Recognizes Impactful Communications Created By *The Excellence in Communications Awards Committee*

Boston, MA (October 7, 2009) The Retirement Income Industry Association (RIIA) honored the winners of its annual *Excellence in Communications* awards at the recent RIIA Annual Meeting and Awards Dinner.

This awards program recognizes best-in-class communications initiatives, programs and materials that are found to be some of the most impactful and unique retirement income communications found “across the silos” of the industry.

“Consumers see our industry’s perspectives and points of view in the communications materials and marketing campaigns we launch. Each year, several of these programs, brochures, websites or ads make a real impact on the millions of people who look to our industry for guidance and expertise,” explains Marcia Mantell, Chair of the RIIA Communications Committee and President of mantell retirement consulting, inc.

The RIIA Awards Committee and several highly regarded industry editors and publishers organize and sponsor the annual selection of the Excellence in Communications award winners. Each award is determined at the sole discretion of the awards committees at the publishing houses.

The 2009 award winners are:

Retail Retirement Income Communications Award Sponsored by *InvestmentNews*

New Media

Winner: Sun life Financial

Name of Entry: Ready to Roll Client Seminar Program

Printed Materials

Winner: Black Rock

Name of Entry: Maximize Social Security Income: Transforming Social Security into Winning Retirement Strategies

Defined Contributions Communications Awards Sponsored by *PLANSPONSOR*

DC Advisor Award

Winner: Principal Financial Group

Name of Entry: Principal Retirement Income Edge

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DC Plan Participant Award

Winner: MetLife

Name of Entry: Income Annuities Guide

Retirement Income Advertising Award Sponsored by *InvestmentWires*

Winner: ING

Name of Entry: Protect Your Number

Achievement in Applied Retirement Research Sponsored by *Research Magazine*

In addition to the communications awards, special recognition was given to Laurence J. Kotlikoff, Professor of Economics at Boston University, as the recipient of the 2009 *Achievement in Applied Retirement Research*. This award is given annually to the academic researcher in recognition of his or her scholarly and applied research which has truly influenced the field of retirement income management and financial planning. Previous winners of the award are Moshe Milevsky (in 2008), Executive Director of The IFID Centre and associate professor at York University, and Boston University Professor Zvi Bodie (in 2007).

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 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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