



## **Cogent Research Joins Retirement Income Industry Association to Bring Greater Retirement Security To Americans**

**CAMBRIDGE, MASS., (October 5, 2007)** – Cogent Research LLC, a value-added market research and strategic consulting firm, today signaled its commitment to leadership in the retirement income business by announcing that it has become a member of the Retirement Income Industry Association (RIIA), a national, non-profit organization whose members are defining the future of retirement security in the United States.

As Baby Boomers shift their focus from accumulating wealth to create a retirement nest egg to achieving a secure, reliable income stream throughout retirement, as much as \$20 trillion will begin to move. The financial services industry must change its orientation and significantly improve products, processes and communications strategies to provide the secure retirement income that millions of Americans are seeking.

“Through RIIA, our common goal is to influence an industry-wide shift to strategies that will significantly impact product development and consumer communications about the importance of income generation later in life, in addition to the accumulation of assets,” said Francois Gadenne, RIIA’s founding chairman and president & CEO of Retirement Engineering, Inc. “We are pleased that Cogent Research supports our efforts to address the future retirement needs of our population.”

“We are excited to be part of RIIA and participate in the exchange of knowledge among institutions and advisors interested in providing retirement income services. Through our membership, Cogent Research can map our proprietary syndicated research with RIIA’s cutting-edge research, advisor education program, networking opportunities and new communications strategies, all of which will serve as a launching pad for innovative retirement income solutions and data,” said Bruce Harrington, managing director, Cogent Research.

**About RIIA**

RIIA is a national organization whose members are defining the future of retirement security in the United States. The vortex of innovation and change in the retirement income business, RIIA provides its members a non-biased forum for sharing information, strategies and research combined with unmatched opportunities to network with industry leaders. The association involves banks, insurance companies, investment managers, academics, researchers, consultants, third party wealth management providers and advisors. For more information about RIIA, please visit [www.riia-usa.org](http://www.riia-usa.org) or call 617-342-7390.

**About Cogent Research**

Cogent Research helps clients gain clarity, obtain perspective, and formulate direction on critical business issues. Founded in 1996, Cogent provides custom research, syndicated research products, and evidence-based consulting to leading organizations in the financial services and life sciences industries. Through quality research, advanced analytics, and deep industry knowledge, Cogent Research delivers data-driven solutions and strategies that enable clients to better understand customers, define products, and shape market opportunities in order to increase revenues and grow the value of their products and brands.

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