



## DEFINING THE FUTURE OF RETIREMENT

### **The Retirement Income Industry Association (RIIA) Unveils New Website**

#### **~Content Showcases Thought Leadership on Critical Retirement Issues~**

Boston, MA (October 19, 2006) The [Retirement Income Industry Association](http://www.riia-usa.org) (RIIA) today launched its redesigned website ([www.riia-usa.org](http://www.riia-usa.org)) which features proprietary content addressing a range of strategically important retirement income issues.

According to Francois Gadenne, RIIA's Founding Chairman and President & CEO of Retirement Engineering, Inc., the website showcases the thought leadership of RIIA members and the value proposition the organization brings to financial services companies that collectively will define the future of [retirement security](#) in the United States. "RIIA's members are leading the exploration of the challenges and opportunities facing financial institutions, intermediaries, and product manufacturers as they prepare to meet the retirement income security needs of 76 million American Baby Boomers," he explained.

The future health of the nation's retirement security will be impacted by a variety of factors, including investing behaviors, the personal savings rate, Social Security and budget deficits. "Yet, none of these factors will approach the quantitative impact of the millions of Baby Boomers entering retirement. It truly is an unprecedented and demographically-driven phenomenon that will affect the qualitative aspects of retirement long into the future," said David Macchia, President & CEO of Wealth2k, Inc. and Chair of RIIA's Communications Committee.

To further the understanding of this phenomenon, RIIA's new website offers key information to its current members, prospective members and the news media about the organization's mission as well as the trends and issues influencing the way the financial services industry will define the future of [retirement income security](#).

"The website includes information which will provide insight and assistance to companies building retirement income businesses. One example is our recent thought leader roundtable discussion that appeared as a special supplement in the September 2006 issue of PLANSPONSOR magazine. In addition, a multimedia presentation about RIIA's mission and goals provides a summary of the key issues and challenges facing the industry today," commented Macchia.

"One of the very unique aspects of RIIA is that its members span a wide cross-section of industry segments and silos, including asset management, insurance, brokerage, banking, research and technology," said Gadenne. "As a result, retirement income challenges are not approached with any single product solution in mind. Instead, RIIA membership offers the place for industry leaders to come together and interact with others who have a broad range of perspectives. This helps each member address issues with a fresh point of view designed to spur the creation of truly innovative [retirement income solutions](#)."

A highlighting of the value RIIA provides to its members includes:

§ Proprietary quantitative and qualitative analyses and research of trends in the manufacture, distribution and usage of retirement income products and services

§ The development and delivery of training and educational programs designed for financial advisors interested in tapping the growing [retirement income market](#)

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§ The opportunity to network and share ideas with industry leaders and experts in a non-biased forum, free from product, process, tool or business silo-specific assumptions and obligations

§ The chance to learn about new strategies, tools and technologies to communicate more effectively with customers

The new website brings into focus all of these member benefits and more. It also allows for online registration for RIIA's 2007 Managing Retirement Income Conference which will provide an unrivaled opportunity to meet with industry leaders who are defining the future of retirement income security. It includes contact information and biographies of RIIA's Board of Directors as well as the opportunity for organizations and the news media to reach out to RIIA if they need experts to speak about the future of retirement income.

### **About RIIA**

RIIA is a national, non-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 its members a non-biased forum for sharing information, strategies and research combined with unmatched opportunities to network with industry leaders.

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