

### **The Retirement Income Industry Association Announces *Lifetime Academic Achievement and Excellence in Communications* Award Winners for 2008**

Boston, MA (September 21, 2008) The Retirement Income Industry Association (RIIA) announces the winners of its *Excellence in Retirement Income Communications* awards which showcase the spirit of the “View Across Silos” approaches to excellence in communications, marketing promotion, and advertising for the industry. Additionally, RIIA presented its prestigious *Lifetime Academic Achievement Award*. The winners were honored at the RIIA Annual Meeting and Awards Dinner on September 21, 2008 in Boston, MA.

According to Francois Gadenne, Chairman and Executive Director of RIIA, “it’s never been more important for the industry to focus on the vital role effective communications plays in driving retirement business success.”

“This year’s *Excellence in Retirement Income Communications* award winners have demonstrated leadership, innovation, and overall distinction in retirement income marketing and communications. They serve as examples for others to model as companies plan and implement their communications strategies,” explains Marcia Mantell, President of Mantell Retirement Consulting, Inc. and Chair of RIIA’s Communications Committee.

Moshe Milevsky, the distinguished winner of the *Lifetime Academic Achievement Award*, has dedicated his professional life to helping ordinary people avoid running out of money in retirement.

“The impact of his work extends from individual financial decision-making to helping professional advisors help their clients to aiding the industry in developing needed products. He has written books, research papers and magazine articles that are distinct not only because of the originality of his thought, but also for his unique clarity of expression,” says Gil Weinreich, editor of *Research Magazine*.

**Lifetime Academic Achievement Award** sponsored by Research Magazine, Gil Weinreich, Editor

Winner: Moshe Milevsky, Executive Director of The IFID Centre and associate professor at York University

**Retirement Income Best Advertising Award** sponsored by The 401kWire, Sean Hanna, Editor

Winner: ING (agency: BBDO Atlanta)  
Name of Entry: Your Number

Runner up: John Hancock (agency: Hill Holliday)  
Name of Entry: Plus

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## DEFINING THE FUTURE OF RETIREMENT

**Retail Retirement Income Communications Award** sponsored by InvestmentNews, Suzanne Siracuse, Publisher

New Media

Winner: ING

Name of Entry: ING LifePay Plus Microsite ([www.inglifepayplus.com](http://www.inglifepayplus.com))

Printed Materials

Winner: Fidelity Institutional Wealth Services

Name of Entry: The Fidelity Retirement Income Planning Program

**Defined Contributions Communications Award** sponsored by PLANSPONSOR, Charles Ruffel, CEO

Participant-Focused DC Communications Award

Winner: Lincoln Financial Group

Name of Entry: Where Do You Want To Go? Retirement Plan Distribution Options Guide

Runner up: AIG Retirement

Name of Entry: AIG Retirement Annuities and Rollover IRA Brochures

Advisor-Focused DC Communications Award

Winner: Oppenheimer Funds

Name of Entry: Retirement Income Planning

Runner up: Principal Financial

Name of Entry: "Sustaining Income Through Retirement" paper

The RIIA Annual Meeting and Awards Dinner is a one-of-a-kind venue for RIIA members and non-members. It is a time of exchange and insight among industry leaders, researchers, advisors and academics along with noted authors and influential media who are addressing the difficult challenges across the retirement income continuum. The 2008 Gold Sponsors of the Annual Meeting are Bank of America and DWS Investments. Wealth2k, Inc. is the 2008 Silver Sponsor.

**About the Retirement Income Industry Association (RIIA)**

RIIA ([www.riia-usa.org](http://www.riia-usa.org)) is a national, not-for-profit organization whose members are defining the future of retirement income security in the United States. RIIA provides the "View Across Silos" as a forum for sharing information, strategies and research, as well as offering unprecedented opportunities for networking and accessing the best minds across the industry in addressing the challenges in creating a secure retirement for millions of Americans.

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