



THE VIEW ACROSS THE SILOS

The Retirement Income Industry Association Announces the 2010 Winners of the Excellence in Communications Awards

~Professor Olivia S. Mitchell Named the Recipient of the 2010 Award for Achievement in Applied Retirement Research~

Boston, MA (October 8, 2010) 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, announced Francois Gadenne, RIIA Chairman and Executive Director.

“The RIIA Awards Committee which consists of highly regarded industry editors and publishers comes together once a year to select what they deem as the communications materials, advertising and marketing initiatives that stand out across our industry,” explains Marcia Mantell, Chair of the RIIA Communications and Marketing Committee and President of Mantell Retirement Consulting, Inc.

Says RIIA member Campbell Edlund, Founder and President of EMI Strategic Marketing, who helped organize the awards ceremony, “The winners demonstrate excellence and innovation in communications that make a real impact on consumers looking to our industry for guidance in creating a secure retirement.”

Each award is determined at the sole discretion of the awards committees at the publishing houses. The 2010 award winners are:

Retail Retirement Income Communications Award Sponsored by *InvestmentNews*

New Media

Winner: Alliance Benefit Group of Illinois

Printed Materials

Winner: Thornburg Investment Management

Defined Contributions Communications Awards Sponsored by *PLANSPONSOR*

Best Plan Sponsor Awards

Gold: Oppenheimer Funds for Retirement Plan TRAC (Tailored Retirement Activity Calendar)

Silver: Great-West Retirement Services for SecureFoundation Plan Sponsor Brochure

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Bronze: Bank of America Merrill Lynch for Plan Sponsor Employee Communications Kit.

Best Plan Participant Awards

Gold: Oppenheimer Funds for Targeted Communications

Silver: Bank of America Merrill Lynch 2010 401(k) Day Campaign

Bronze: Oppenheimer Funds for Enrollment Meeting DVD

Retirement Income Advertising Awards Sponsored by *InvestmentWires*

Gold: ING for Gazillion

Silver: Axa Equitable for Joyride

Achievement in Applied Retirement Research Sponsored by *Research Magazine*

In addition to the communications awards, special recognition for *Achievement in Applied Retirement Research* was given to Olivia S. Mitchell, professor of insurance and risk management at The Wharton School at University of Pennsylvania. She is also the executive director of its Pension Research Council. 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.

Presenting the award, *Research* editor Gil Weinreich said, “Dr. Mitchell has written about biases and inertia affecting saving and retirement plans, and she has done so with unique clarity — perhaps the rarest and most precious scholarly attribute. She understands that people are living financial lives that they do not understand and has worked to repair breaches in retirement finance at the individual, institutional and public policy levels.”

He added: “Olivia Mitchell has labored tirelessly and so effectively to boost consumer resiliency and even Social Security’s solvency. She has truly made a difference in the difficult questions of retirement security.”

Previous winners of the award include Laurence J. Kotlikoff (in 2009), Professor of Economics at Boston University, Moshe Milevsky (in 2008), Executive Director of The IFID Centre and associate professor at York University, and Boston University Professor Zvi Bodie (in 2007).

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

A not-for-profit organization with national and international members, the Retirement Income Industry Association (RIIA) was founded in 2006 by leading financial services companies, advisors and academics who wanted a focused approach to retirement income with a broad view across the financial services industry to address the major challenge facing an entire generation of Americans about how to create durable, inflation-adjusted retirement income that can last 30 years or more in retirement. Its mission is to bring the retirement income industry (commercially, academically and through affiliated associations) together with a "View Across Silos" to create a forum for sharing the freshest outlooks, the most modern thinking, the latest research and education, and the newest advances in product development within the realm of retirement income.

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