



THE VIEW ACROSS THE SILOS

The Retirement Income Industry Association Announces the 2011 Winners of the Excellence in Communications Awards

~Dr. Richard Thaler, University of Chicago Booth School of Business, Earns the Achievement in Applied Retirement Research Award~

Boston, MA (October 3, 2011) The Retirement Income Industry Association (RIIA) will honor the winners of its annual *Excellence in Communications* awards and the *Applied Retirement Research* honor at the RIIA Fall Conference and Awards Gala on October 3-4, 2011, 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, marketing and research initiatives that stand out across our industry. The winners demonstrate excellence and innovation in communications and applied retirement research that make a real impact on consumers looking to the retirement income industry for guidance in creating a secure retirement.

Each award is determined at the sole discretion of the awards committee at the publishing houses. The 2011 award winners are:

Retail Retirement Income Communications Award Sponsored by *InvestmentNews New Media*

- Winner: Center for Retirement Research at Boston College for “Curious Behaviors that Can Ruin Your Retirement”
- Honorable Mention: Principal Funds for “Getting the Most from Social Security”

Printed Materials

- Winner: Raymond James for “Achieving Success in the Retirement Income Market – Financial Advisor Guidebook”
- Honorable Mention: Center for Retirement Research at Boston College for “The Social Security Claiming Guide”

Defined Contributions Communications Awards Sponsored by *PLANSPONSOR*

Best Plan Participant Awards

- Winner: Putnam Investments for “Lifetime Income Analysis Tool”
- Honorable Mentions: Oppenheimer Funds for “Spanish Enrollment Meeting DVD” and the Center for Retirement Research at Boston College for “Managing Your Money in Retirement”

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Retirement Income Television Advertising Awards Sponsored by *The 401k Wire*

- Winner: ING for “Life in Numbers”
- Honorable Mention: Fidelity Investments for “New Line”

Retirement Income Client Education Award Sponsored by *SourceMedia*

- Winner: Pacific Life for “Building Retirement in a Challenging Economy”

Achievement in Applied Retirement Research Sponsored by *Research Magazine*

In addition to the communications awards, special recognition for *Achievement in Applied Retirement Research* will be presented to Richard Thaler, the Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business.

“It would be hard to overstate Richard’s contributions to applied retirement research,” says Gil Weinreich, editor of *Research* magazine and AdvisorOne.com. “Among other things, his work has profoundly influenced the behavior of countless workers who were ‘nudged’ into boosting their retirement savings – a significant accomplishment. And he has written books that have changed paradigms within the field of economics and popularized behavioral finance concepts among the general public.”

Previous winners of the award include Olivia Mitchell (in 2010), Professor of Insurance and Risk Management at The Wharton School at University of Pennsylvania, 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).

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. 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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