



ASPA

Actuaries, Consultants, Administrators and other Benefits Professionals
4245 North Fairfax Drive, Suite 750
Arlington, Virginia 22203
Telephone (703) 516-9300 • Fax (703) 516-9308

www.aspa.org

FOR IMMEDIATE RELEASE

CONTACT:

Denise Smith
Marketing Manager
(703) 516-9300
dsmith@aspa.org

THE 401(k) SUMMIT ANNOUNCES ITS 2005 VENUE, KEYNOTE SPEAKER AND PROGRAM ENHANCEMENTS

September 24, 2004 - (*Arlington, Va.*) On March 17–19, 2005, more than 1,300 retirement plan professionals will assemble at the Manchester Grand Hyatt in San Diego, California to take part in one of the best sales events in the industry. The 401(k) SUMMIT, formerly the 401(k) Sales Summit, has attracted more than 2,200 attendees since its introduction in 2002. This conference is designed for retirement sales and investment professionals and will focus on helping attendees earn, build and retain 401(k) business. Keynote presentation by internationally-renowned humorist and author Ben Stein will challenge the attendees with his unique perspective.

In the spirit of education, 100 of the top 401(k) providers and money managers will showcase within the exhibit hall, complete with a cyber café and authors' book signing. Expanded for 2005 will be the successful "Finals Presentation" pitting leading professionals with diverse styles, each seeking to 'win' a mock plan sponsor's approval.

Other conference highlights include two workshops designed specifically for wholesaler development; a new group of sessions with noted money managers explaining their strategies along with Q&A; pre-approved insurance continuing education courses;

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The 401(k) SUMMIT

exciting sales and marketing sessions showcasing the best new services; interactive workshops covering 14 of today's best ideas in business development, practice management, plan design and compliance, investments, participant services; and much more.

PLANSPONSOR Magazine, an official co-sponsor, will present the first ever Retirement Plan Advisor of the Year Award for 2004-2005.

All employee benefits professionals are encouraged to attend, including accountants, actuaries, administrators, attorneys, banking professionals in plan administration, benefits directors, consultants, employee benefit software consultants, financial planners, human resource personnel, insurance company employee benefit specialists, investment professionals and trust officers. The conference offers 15 hours of ASPA continuing education credit.

ASPA is a national organization of retirement plan professionals dedicated to the preservation and enhancement of the private pension system in the United States. ASPA offers education and professional credentials for 401(k) administrators (QKA), actuaries (FSPA, MSPA), pension consultants (CPC), pension administrators (QPA) and other benefits professionals (APM). Its 5,500+ members provide consulting and administrative support to over half of the private retirement plans in the country.

For more information, including registration fees and early registration dates, visit www.aspa.org/summit.htm or contact ASPA's Meetings Department by calling (703) 516-9300 or by e-mail to meetings@aspa.org.

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