



NEWS RELEASE

September 17, 2009

FOR IMMEDIATE RELEASE

CONTACT:

Lisa Allen
Alliance Benefit Group Carolinas, LLC
704-714-2406
lallen@abgcarolinas.com

Alliance Benefit Group Carolinas, LLC Unveils Revamped Website

(Charlotte, NC) Alliance Benefit Group Carolinas, a full service third party retirement plan administration and recordkeeping firm, unveiled a redesigned website today.

The revamped website, located at www.abgcarolinas.com, features updated company information, streaming information about the retirement plan industry, demo downloads for the most updated retirement plan offerings (such as ABG's new video enrollment system), an advisor center dedicated to financial advisor representatives, an online proposal system, information for Third Party Administrators seeking to outsource recordkeeping, and a Strategic Alliance section to highlight business alliances between the firm and leading industry service providers.

"Fulfilling the needs of our financial advisor and plan sponsor partners has always been paramount to our success" said Jim Comer, President of ABG Carolinas. "We asked for feedback about the features in our website and developed an upgraded site that responds to those requests. We revamped the site with those clients and visitors in mind."

The revamped website adds to a dedicated effort by the company to offer increased support to retirement plan advisors and plan sponsors. Eight months ago, the company created an Advisor Service Team dedicated solely to assisting advisors with the help they need to grow their retirement plan book of business, and the team has already increased its support and sales staff to meet growing demand. In addition, the firm's marketing materials were completely revamped. The website was the last piece of the three major improvement goals.

"We are thrilled to get the site off the ground, and we are sure that advisors and plan sponsors alike will find the new site to be both informational and practical," said Lisa Allen, Director of Strategic Alliances.

For more information about Alliance Benefit Group™ Carolinas, LLC., visit www.abgcarolinas.com

###

About Alliance Benefit Group Carolinas, LLC

Alliance Benefit Group Carolinas, LLC is an independent third party retirement plan recordkeeping and full service administration firm located in Charlotte, North Carolina. More information can be found on their website at www.abgcarolinas.com.