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Alliance Benefit Group Unveils Interactive, Video Based Participant Engagement System

Thu Oct 9, 2008 1:37pm EDT

System Will Be Demonstrated at Upcoming Center for Due Diligence Conference

PEORIA, Ill.--(Business Wire)--

Alliance Benefit Group, LLC, a national network of independently owned employee benefit firms announced the launch of a customized version of SmartPlan 401, a unique, interactive video-based education and enrollment system designed to engage employees.

SmartPlan combines a video-based presentation of detailed financial information with an interactive application that prompts users to make informed investment decisions. SmartPlan was developed by vWise, Inc. who created a customized, branded version for Alliance Benefit Group.

"New and cutting-edge opportunities to better engage retirement plan participants are always of interest to Alliance Benefit Group," said John Blossom, president and CEO at Alliance Benefit Group. "'SmartPlan' provides a unique and efficient means to better educate employees and enhance their participation with their company sponsored retirement plan. We look forward to utilizing the SmartPlan interactive system with our plan sponsors."

"We are excited about our involvement with a forward thinking, cutting edge organization such as Alliance Benefit Group," stated vWise President Tony Mingo. "Most employees don't know how--or why--to invest in a 401k. And they don't read the materials designed to explain it. Now companies can provide the critical 401k investment

information employees need, in a format they will actually use, with SmartPlan," Mingo explained.

Unveiling At Center For Due Diligence Conference October 13-15

Demonstrations of the new system will be available October 13th through 15th at the Alliance Benefit Group booth during the upcoming CFDD Conference in Scottsdale, AZ. vWise, Inc. President, Tony Mingo will be present for demonstrations of the system.

Collectively, Alliance Benefit Group is one of the largest retirement plan administrators in the country, providing administration services to over 5,000 defined contribution plans representing more than \$13 billion in assets and 250,000 participants. Visit their website for more information at www.abgnational.com.

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