

Press Release

ABG Carolinas Partners With 401(k) Rekon™

CHARLOTTE, NC- Alliance Benefit Group Carolinas has a new partner in their efforts to provide education and support for financial advisors seeking to increase 401(k) plan sales.

In early 2009, ABG Carolinas, an administration/recordkeeping firm, unveiled the Advisor Service Team- a dedicated team offering sales support to financial advisors in the qualified plan industry. The team's ERISA experience, combined with the advisor's investment and sales experience, creates a complete package for advisors to present to potential clients.

The response from the advisor community was immediate and positive. Advisors new to 401(k) plans as well as seasoned 401(k) advisors have benefited from the Advisor Service Team's support.

Now, the Team has found an additional partner who shares its vision of supporting advisors and helping them develop more successful retirement plan practices. 401(k) Rekon™ sponsors half-day symposiums in major cities throughout the United States for financial advisors who want to build their 401(k) business. Top industry experts discuss best practices in a location convenient to the advisor. Upcoming 2010 symposiums include Raleigh/Durham, Chicago, Cleveland, Phoenix, Washington DC, Denver, Boston, and many other major cities.

Lisa Allen, Senior Vice President of ABG Carolinas, stated "We are thrilled to partner with Ross Marino and his team at 401(k) Rekon™. It was immediately clear to us that ReKon™ shares our passion for both the qualified plan industry as well as for advisor support."

About Alliance Benefit Group Carolinas

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

Alliance Benefit Group Carolinas is a member firm of Alliance Benefit Group, a national network of independently owned retirement plan consulting and administration firms. The Alliance Benefit Group brand is well established in the retirement plan industry and ABG member firms are recognized for their quality services. Collectively, Alliance Benefit Group is one of the largest retirement plan administrators in the country; providing administration services to over 5,000 plans representing more than \$13B in assets and 250,000 participants.

Media Contact:

Lisa Allen, QKA
Senior Vice President
Alliance Benefit Group Carolinas
www.abgcarolinas.com
lallen@abgcarolinas.com
704-714-2406

About 401(k) ReKon™

401(k) ReKon™ is an industry-leading provider of research and education for financial advisors, empowering them to build more successful retirement plan practices. Many 401(k) advisors are overwhelmed by provider information, concerned about changing regulations, and lacking adequate provider research tools. 401(k) ReKon's Provider Database helps advisors meet these challenges by shortening the research process and helping them stay on top of new products and resources.

In addition, 401(k) ReKon™ Advisor Symposiums bring industry experts to your city. Sessions highlight top advisor best practices. The one-day event includes many of the same presentations and speakers from our industry's largest conferences. Visit www.401kRekon.com for symposium dates and locations.

Media Contact:

Ross Marino, CFP®, ChFC®

Chief Executive Officer

401(k) ReKon™

ross@401krekon.com

1-877-401-5489