



Registered Investment Advisor

**For Immediate Release**

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## **401(k) Advisors Fuels Growth with New Office in Dallas**

### **Former Mercer Principal, John L. Livingston, Recruited to Head the Region**

Aliso Viejo, CA, October 20, 2009—[401\(k\)Advisors](http://401kadvisors.com), one of the largest, independent retirement plan consulting firms in the nation, announces the opening of its newest office in Dallas, TX, to support client engagement in the South Central region. **John L. Livingston**, formerly with Mercer and Diversified Investment Advisors, has been tapped to lead the Dallas unit as **Senior Plan Consultant**.

Livingston comes to 401(k) Advisors with a 20-year track record of accomplishment as a Principal with Mercer, a global leader in benefits consulting and outsourcing, and a Vice President with Diversified Investment Advisors, a national plan service provider. He holds a Certified Investment Management Analyst (CIMA<sup>®</sup>) certification; Certified Financial Planner (CFP<sup>®</sup>); and Certified Employee Benefit Specialist (CEBS). Livingston is a graduate of the University of Missouri-Columbia with a bachelor of science degree in business administration, emphasis on marketing.

“John’s recruitment is a key strategy in our national growth initiative. The client roster is growing in Dallas and beyond, and his focused leadership in this vital economic region strengthens client retention and expansion,” said Nick Della Vedova, president of 401(k) Advisors.

401(k) Advisors specializes in retirement plan consulting for major and emerging private and institutional plan sponsors, with \$10 billion in assets under advisement. Dedicated offices are strategically located in the Midwest, Northeast, Southeast, Southcentral and Western regions of the United States.

For the past decade, 401(k) Advisors has been recognized for best practices in retirement planning, investment due diligence, meticulous vendor service and fee benchmarking, rigorous compliance processes, and quality education for sponsors and participants. Unlike generalist firms with only peripheral involvement in qualified plans, 401(k) Advisors’ deep-rooted expertise in the field, combined with its performance platform of analytical technology and tools, differentiates its value in the marketplace. For more information, log onto to [401kadvisors.com](http://401kadvisors.com).

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