



For Immediate Release

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401(k) Advisors Expands Consulting Team

Pamela Watson, CFA, Joins Consulting Team in Orange County Office

Aliso Viejo, CA, May 7, 2010—401(k) Advisors, one of the largest, independent retirement plan consulting firms in the nation, announces today that Pamela Watson has joined its team as a plan consultant.

Watson, who is a Chartered Financial Analyst (CFA) with a strong background in portfolio management, client service and investment consulting, will work with local clients to achieve fiduciary best practices and deliver ongoing investment due diligence. With nearly twenty years of industry experience, Pamela's prior work history includes time at a wealth management company and several years as an investment analyst for an options trading firm. Watson is a graduate of the University of California, San Diego, with a B.A. in Quantitative Economics and Decision Sciences and a minor in Teacher Education.

"401(k) Advisors continues to experience tremendous growth. We are excited to bring Pamela on board and deliver upon our mission of insight, independence and innovation," says Nick Della Vedova, president of 401(k) Advisors. Watson will be located in the firm's headquarters in Aliso Viejo, California.

About 401(k) Advisors

401(k) Advisors specializes in retirement plan consulting for major and mid-sized private and institutional plan sponsors, and currently oversees \$10 billion in assets under advisement. Offices are 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, vendor service and fee benchmarking, compliance processes, and education for sponsors and participants. Unlike generalist firms with peripheral involvement in qualified plans, 401(k) Advisors is a specialist in the field, and differentiates its value in the marketplace on applied knowledge, efficiency and effectiveness. For more information, log onto to 401kadvisors.com.

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