



For Immediate Release

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401(k) Advisors Marks Ten-Year Anniversary in Defined Contribution Space

Raised Industry Bar on Retirement Consulting Specialty and Investment Due Diligence

Aliso Viejo, CA, June 15, 2010—401(k) Advisors, a leading independent retirement plan consulting firm, marks ten years in the defined contribution space this month. Founded in 2000, 401(k) Advisors is the brainchild of industry veteran Vince Giovinazzo, chief executive officer, who saw an opportunity to close the gap between service providers, advisors and sponsors, and turn retirement plan consulting into a true specialty.

Giovinazzo opened the doors with no outside funding or venture capital and three employees, all of whom remain with the firm today. His determination to carve out a vertical niche for retirement plan consulting was so strong, he mortgaged his home for seed capital. Vince's 'entrepreneurial seizure' led to the development of the industry's first institutionally based investment scoring system with quantitative metrics, a breakthrough for defined contribution plans.

The 401(k) Advisors team moved ahead to innovate many other industry-leading tools and technologies in advisor consulting, benchmarking, transparency, and fiduciary compliance to better serve sponsors and deliver positive participant outcomes. Among those innovations: ScorecardSM System Generator; e401k ProposalTM RFP system, Fiduciary FitnessTM training and Fiduciary BriefcaseTM virtual filing portal..

In 2004, under the leadership of president Nick Della Vedova, the firm created the nation's first DC integrated practice management platform for advisors, 401(k) Producer Services—later rebranded to Retirement Plan Advisory Group in 2008. With 401(k) Advisors as the testing site for its applications, RPAG represents over 600 advisors in 45 states, making it the largest practice management platform of its kind today.

"The 401(k) plan represents a multi-trillion dollar linchpin in the security of America. We are committed to doing everything in our power to protect it, enhance it, and help it evolve into an even stronger gateway to retirement for many decades to come," says Nick Della Vedova, president of 401(k) Advisors.

Specific to 401(k) Advisors, the firm provides retirement plan consulting services to 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 more information, log onto to 401kadvisors.com.

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