



GREAT-WEST RETIREMENT SERVICES® ENHANCES ITS PARTICIPANT WEBSITE, PROVIDES ENGAGING, INTUITIVE RESOURCE TO HELP EMPLOYEES PLAN FOR RETIREMENT

Great-West Retirement Services has launched an enhanced website for its participants. The redesigned site boasts a more intuitive navigation and a new design that leverages contemporary graphics and text to address the different ways individuals seek information.

The new site – www.gwrs.com – also includes quicker navigation to commonly viewed pages and a flexible architecture so additional enhancements can be added easily. In fact, Charlie Nelson, president of Great-West Retirement Services, said there are already several improvements in the queue, including:

- A behavioral-based enrollment process that offers relevant, meaningful content according to a participant's investor style.
- A projected retirement income tool that lets participants see how they are progressing toward their retirement savings' goal and provides ideas regarding how they can close potential gaps between their projected income and their income goal.
- Additional education through self-service web-based seminars on the different stages of the retirement planning process—enrollment, accumulation and distribution.
- Third-party commentary from industry experts to provide a broad view of what's happening in the financial markets.
- Expanded set of calculators covering financial and retirement planning as well as information to assist with day-to-day purchase decisions while saving for retirement.

Plans also are underway to begin offering features of the enhanced website later this year to various other clients of Great-West.

About Great-West Retirement Services

Great-West Retirement Services, a business unit of Great-West Life & Annuity Insurance Company, is the fourth-largest retirement plan record keeper in the United States, based on total participant accounts at year-end 2010, according to *Pensions & Investments*, April 2011. In all, Great-West Retirement Services provided 401(k), 401(a), 403(b) and 457 retirement plan services to more than 24,000 plans representing 4.4 million participant accounts and \$153 billion in assets at March 31, 2010.¹

Great-West Life & Annuity Insurance Company, headquartered in metro Denver, serves its customers through a range of group retirement savings products and services, individual life insurance and annuities, and business-owned life insurance. It is an indirect, wholly owned subsidiary of Great-West Lifeco Inc. and "A Member of the Power Financial Corporation Group of Companies"®.

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¹ Great-West Retirement Services® refers to products and services provided by Great-West Life & Annuity Insurance Company, its wholly owned subsidiary FASCore, LLC, and other subsidiaries. Recordkeeping numbers reflect all FASCore customers: those of institutional clients, third-party administrator clients, and Great-West Retirement Services.