



ENHANCED IRA EDUCATION WEBSITE LAUNCHES

GREENWOOD VILLAGE, Colo., Sept. 16, 2011 — In its ongoing efforts to improve the customer experience and further educate retirement plan participants when they leave their employers, Great-West Retirement Services recently enhanced its Individual Retirement Account (IRA) website, www.ira.gwrs.com.

Customers and advisors will find several new educational resources and helpful tools at the redesigned and expanded site, including:

- Ability to open an account online
- Enhanced education services, such as retirement income education and planning calculators
- Simplified, more intuitive navigation
- Seamless integration with the recently redesigned [Great-West Retirement Services](http://www.gwretirement.com) website

“Our enhanced website will improve our customers’ online experience,” said Sam Ghazaleh, vice president, Retirement Solutions, who leads Great-West’s IRA strategy. “It also will help them in their discussions with Great-West retirement associates or their advisor. This project is about improving our customers’ overall experience and enabling them to make more informed decisions when it comes to retirement planning.”

The recent enhancements are one step in an ongoing campaign to further improve service to Great-West IRA customers and help meet their retirement planning needs. Additional enhancements are scheduled through 2012 and include:

- Broader retirement and financial education
- Expanded investment and retirement income options
- Electronic transfer of funds between accounts
- Improved customer account analysis tools such as investment screening and account performance analysis

For more information about Great-West’s IRA offering, please visit the enhanced website at www.ira.gwrs.com or contact the Retirement Resource Center at GWRetirementResourceCenter@gwl.com or (877) 804-6257.

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 25,000 plans representing 4.5 million participant accounts and \$155 billion in assets at June 30, 2011.

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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