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**PSCA ANNOUNCES THE 2008 SIGNATURE AWARD WINNERS**


9/24/2008

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CHICAGO (September 24, 2008) – The Profit Sharing/401k Council of America is pleased to announce the winners of the 2008 Signature Awards competition. PSCA Signature Awards honor excellence in profit sharing and 401(k) plan communication and education. Winners of this year's Signature Awards were announced at a special ceremony at PSCA's 61st Annual National Profit Sharing and 401(k) Conference and Exhibition on September 17, 2008 at the Gaylord Opryland Resort Hotel and Convention Center in Nashville, Tennessee.

PSCA celebrates the continued success of the Signature Awards program. This year, 58 of the 237 entries were awarded recognition in 18 categories. PSCA also received immense support from its member volunteers. A distinguished judging panel of business leaders and employee benefit communication experts chose the 2008 winners based on how companies design, manage, and provide profit sharing and 401(k) plan communication and investment education to plan participants. Signature Awards judges carefully review how effective the campaign was at achieving its goals. PSCA's generous volunteer base contributes significantly to the continued success of the Signature Awards program.

PSCA Signature Awards also provide companies a unique learning opportunity through the annual *Signature Awards Magazine*. Winners are listed in the magazine along with an article that describes the details of the companies' campaigns and their specific results. A new feature in the magazine this year is the "Keys to Success" at the end of each article. These tips give plan sponsors ideas from winning campaigns that they can implement at their own companies to improve their communication and education programs. Other member companies receive this magazine and can apply the winning techniques to their own defined contribution plans. Attendants of the National Conference, as well as PSCA members, received a copy of the *Signature Awards Magazine*.

The following is a complete list of the 2008 Signature Award winners:

**Asset Allocation**

Gold: Meijer  
Sponsored by: The 401(k) Company, a Charles Schwab Company

Silver: Valero Energy Company  
Sponsored by: Merrill Lynch

Bronze: City of New York  
Sponsored by: ICMA-RC

Honorable Mention: Moffitt CancerCenter  
Sponsored by: Prudential Retirement

**Communication to Plan Sponsors**

Gold: DWS Investments  
Silver: Charles Schwab  
Bronze: Financial Service Standards, LLC

**Complete Campaign – Small Company**

Gold: Highmark  
Sponsored by: Wachovia Retirement Services

Silver: FedEx Corporation  
Sponsored by: The Vanguard Group

Bronze: Meijer  
Sponsored by: The 401(k) Company, a Charles Schwab Company

**Generic Participant Education - Focused**

Gold: MassMutual Financial Group  
Silver: Securian Retirement  
Bronze: Fidelity Investments

**Generic Participant Education – Comprehensive**

Gold: The Hartford  
Silver: The 401(k) Company, a Charles Schwab Company  
Bronze: Wells Fargo Institutional Trust Services

**Increasing Deferrals**

Gold: Peter Kiewit Sons', Inc.  
Sponsored by: Wachovia Retirement Services

Silver: Fidelity National Financial, Inc.  
Sponsored by: Wells Fargo Institutional Trust Services

Bronze: Constellation Brands, Inc.  
Sponsored by: Mercer

**Increasing Participation – Small Company**

Gold: Hennigsen Cold Storage Co.  
Sponsored by: Wells Fargo Institutional Trust Services

Silver: Arctic Slope Regional Corporation  
Sponsored by: The 401(k) Company, a Charles Schwab Company

Bronze: Universal Orlando  
Sponsored by: Charles Schwab

Honorable Mention: Arkansas Children's Hospital  
Sponsored by: Diversified Investment Advisors

**Increasing Participation – Large Company**

Gold: International Truck and Engine Corporation  
Sponsored by: JPMorgan Retirement Plan Services

Silver: Ascension Health  
Sponsored by: Diversified Investment Advisors

Bronze: Fidelity National Financial, Inc.  
Sponsored by: Wells Fargo Institutional Trust Services

Honorable Mention: Delaware North Companies  
Sponsored by: The Hartford

**Language and Cultural Diversity**

Gold: Phillips-Van Heusen Corporation  
Sponsored by: The 401(k) Company, a Charles Schwab Company

Silver: The Procter & Gamble Company  
Sponsored by: JPMorgan Retirement Plan Services

Honorable Mention: Kraft Foods Global, Inc.  
Sponsored by: The ROC Group

**Plan Conversion – Small Company**

Gold: Solvay North America  
Sponsored by: CitiStreet

Silver: Kwik Trip  
Sponsored by: Wachovia Retirement Services

Bronze: AllianceBernstein  
Sponsored by: CitiStreet

**Plan Conversion – Large Company**

Gold: SUPERVALU  
Sponsored by: CitiStreet

Silver: CBS Corporation  
Sponsored by: Mercer

Bronze: Thermo Fisher Scientific  
Sponsored by: T. Rowe Price Associates, Inc.

**Plan Design Changes – Small Company**

Gold: Kwik Trip  
Sponsored by: Wachovia Retirement Services

Silver: Forest Laboratories, Inc.  
Sponsored by: JPMorgan Retirement Plan Services

Bronze: AmeriPride Services, Inc.  
Sponsored by: Wachovia Retirement Services

Honorable Mention: Intuit  
Sponsored by: J. Benz Consulting, LLC

**Plan Design Changes – Large Company**

Gold: General Motors  
Sponsored by: Fidelity Investments

Gold: Paychex, Inc.  
Sponsored by: Genworth Financial

Bronze: Nationwide  
Sponsored by: The 401(k) Company, a Charles Schwab Company

**Retirement Readiness**

Gold: Peter Kiewit Sons', Inc.  
Sponsored by: Wachovia Retirement Services

Silver: State of New Jersey  
Sponsored by: Prudential Retirement

Bronze: Highmark  
Sponsored by: Wachovia Retirement Services

**Roth 401(k)**

Gold: Ameriprise Financial, Inc.  
Sponsored by: Wachovia Retirement Services

Silver: BearingPoint, Inc.  
Sponsored by: Merrill Lynch

Bronze: Farm Credit Foundations  
Sponsored by: New York Life Retirement Plan Services

**Train-the-Trainer/Advocacy Programs**

Gold: Ryobi Die Casting, Inc.  
Sponsored by: DWS Investments

Silver: Omni Hotels  
Sponsored by: Wells Fargo Institutional Trust Services

Bronze: State of North Carolina  
Sponsored by: Prudential Retirement

**401(k) Day**

Gold: Universal Orlando  
Sponsored by: Charles Schwab

Silver: The Clark Construction Group, LLC  
Sponsored by: Mercer

Bronze: Trinity Health

Sponsored by: Diversified Investment Advisors

\*\*\*About the Profit Sharing/401k Council of America\*\*\*

*The Profit Sharing/401k Council of America (PSCA), a national non-profit association of 1,200 companies and their 6 million employees, advocates increased retirement security through profit sharing, 401(k) and related defined contribution programs to federal policymakers and makes practical assistance with profit sharing and 401(k) plan design, administration, investment, compliance and communication available to its members. PSCA, established in 1947, is based on the principle that "defined contribution partnership in the workplace fits today's reality." PSCA's services are tailored to meet the needs of both large and small companies with members ranging in size from Fortune 100 firms to small, entrepreneurial businesses.*

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