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Press Release

Source: Profit Sharing/401k Council of America

## PSCA Announces the 2008 Signature Award Winners

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CHICAGO--(BUSINESS WIRE)--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.



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NYSE Arca: **-1.851%** IYF: **-2.97%**

■ advancers ■ unchanged ■ decliners

**Mouse over chart for details**

Stocks are down today as declining issues outpace advancing issues on the NYSE. The Dow Jones Industrial Average is lower by -1.17% to 10,893 while the yield on the benchmark 10-year Treasury Bond is moderately higher at 3.82%.

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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*.

### 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 six 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.

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 Cancer Center  
Sponsored by: Prudential Retirement

#### **Communication to Plan Sponsors**

Gold: DWS Scudder  
Silver: Charles Schwab

Bronze: Financial Service Standards, LLC

#### **Complete Campaign - Small Company**

Gold: Universal Orlando  
Sponsored by: Charles Schwab

Silver: M.A. Mortenson Company  
Sponsored by: Wells Fargo Institutional Trust Services

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

#### **Complete Campaign - Large 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