

NEWS



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EMPOWER receives 2015 Advisers' Choice Awards

Firm rated No. 1 in six categories by nation's retirement professionals

GREENWOOD VILLAGE, Colo., April 1, 2015 — Empower Retirement, the nation's second-largest retirement services provider, was honored with a series of Advisers' Choice Awards for its rating as the No. 1 defined contribution provider across multiple categories. The annual PLANSPONSOR/PLANADVISER Awards for Excellence ceremony took place last night in New York City.

More than 600 retirement plan advisers took part in the eighth annual PLANADVISER Retirement Plan Adviser Survey. The advisers polled ranked Empower as the top performer in the following categories:

- Best overall service, micro plans
- Best overall service, small plans
- Best wholesalers
- Fee structure for advisers
- Best value for price
- Overall perception

In addition to earning the top rating in the six service categories, nearly four in five retirement plan advisers surveyed (77%) said they have a favorable perception of Empower.

"Delivering great value and superior service to our clients and their advisers are top priorities for our firm and we feel deeply honored to be recognized by the adviser community for our efforts," said Edmund F. Murphy III, President of Empower. "These awards are validation of our commitment to working closely with advisers to continually enhance plan design and services to ultimately help America's workers prepare for a secure, dignified retirement."

Empower was formed in 2014 following the acquisition of the J.P. Morgan Retirement Plan Services large-market recordkeeping business by Great-West Financial. The retirement business of Putnam Investments was subsequently integrated into that of Great-West Financial, to create the nation's second largest defined contribution provider in the United States, based on number of participants.

About Empower

Headquartered in metro Denver, Empower Retirement administers \$435 billion in assets for 7.3 million participants. It is the nation's second-largest retirement plan record keeper by total participants (*Pensions & Investments*, March 2015). Empower, the retirement business of Great-West Financial, serves all segments of the employer-sponsored retirement plan market: small, midsize, and large corporate 401(k) clients, government 457 plans, non-profit 403(b) entities and private-label recordkeeping clients. For more information, please visit www.Empower-retirement.com.

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Learn More

To learn more about how we're empowering plan sponsors and their participants to be more engaged in their retirement plans than ever before, call us at 800-719-9914.

Empower Retirement refers to the products and services offered in the retirement markets by Great-West Life & Annuity Insurance Company (GWL&A), Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: White Plains, NY; and their subsidiaries. The trademarks, logos, service marks, and design elements used are owned by GWL&A.