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Transamerica Launches Revolutionary Retirement Plan Product with Unique Online TPA Solution Technology

“Transamerica Partner iSeries” sets the standard for plan administration with online installation and maintenance, providing superior value to plan sponsors

LOS ANGELES – January 28, 2008 – New technology is helping increase the efficiency of how Third Party Administrators (TPAs) do business with retirement plan providers and plan sponsors. Transamerica Retirement Services (“Transamerica”) launched the industry’s first, all-inclusive Web-based, virtually paperless, plan administration tool for TPAs. This technology is part of a new product¹ called “Transamerica Partner iSeries,” that will enable TPAs to perform all functions of plan administration more efficiently and securely than previously made available to them by retirement providers.

As the small- and micro-plan markets continue to grow at a remarkable pace, the quality of service and efficiency of TPAs are vital to the sustainable success of this market segment. TPAs are now able to shift their focus from dealing with complex and time consuming paperwork, to addressing the real needs of plan sponsors.

“Transamerica’s Partner iSeries is going to enable me and all TPAs doing business with retirement plans to serve our customers more effectively and efficiently,” said Gwen O’Connell, Owner of Gwen O’Connell Pension Consulting, Inc., who helped design the Partner iSeries product. “The technology behind Partner iSeries allows for an end-to-end, paperless workflow which is unmatched in the industry. Both myself, as the TPA, and the plan sponsor will save time and energy with this product, ultimately increasing the value of the retirement plan.”

Many of the functions normally conducted by TPAs with a retirement provider are done exclusively through paper transactions that add time and complexity to plan administration. With the Transamerica Partner iSeries, TPAs have access to many features including:

- **Online Plan Installation:** All plan specifications are entered online via a secure Web site, which will substantially reduce the amount of time that the plan installation process takes. The entire plan installation process is tracked and completed online with the help of a detailed task list, provided to the TPAs, which will walk them through the installation process.

¹Transamerica Retirement Services (“Transamerica”), a marketing unit of Transamerica Financial Life Insurance Company (“TFLIC”), 4 Manhattanville Road, Purchase, New York 10577, and other of its affiliates, specializes in the promotion of retirement plan products and services. This product is available from Transamerica Retirement Services under contract form number TA-AP-2001-CONT, a group variable annuity contract underwritten by TFLIC. TFLIC is not authorized and does not do business in the following jurisdictions: Guam, Puerto Rico, and the U.S. Virgin Islands. Fees and charges may apply. For complete information, contact your Transamerica representative.

- **E-mail Notification System:** The new system sends notification and confirmation e-mails to the contact person assigned to each account, as well as a backup contact, in order to make sure that necessary action can be taken immediately.
- **Enhanced Security System:** Transamerica Partner *iSeries* comes with a multi-level security system that allows varying levels of access to each person at the TPA firm. This system helps make sure that the right people are the only ones getting the right information at all times. It will also provide plan access based upon location for TPAs with multiple offices.

“By working directly with TPAs to build Partner *iSeries*, Transamerica now offers a product that understands and meets the needs of administrators who are seeking more control and efficiency across the spectrum of their plan administration functions,” said Laura Moskwa, vice president and director, TPA Services. “TPAs will now find that working with Transamerica gives them the control and efficiency that they’re seeking through a virtually paperless solution.”

In addition to helping improve the everyday functions of TPAs, Transamerica Partner *iSeries* also has noticeable benefits for financial advisers who will be able to work with a more competitively priced product that better involves TPAs as ERISA experts.

“Partner *iSeries* is one of the most innovative enhancements we as a company have done—and is a truly ground-breaking step for our market segment,” said Kent Callahan, president and CEO of Transamerica Retirement Services. “Transamerica has always been dedicated to serving the small- and micro-plan market, and we view the improvement of our relationship with TPAs as a key element to our strategic growth initiative.”

Added Callahan: “The retirement plan market is going through a dramatic change. Two to three years ago the trend for providers was to move up-market to larger retirement plans. Now, most of these providers see the value of the small-plan market and want back in. Transamerica has always been dedicated to this market, and the Partner *iSeries* not only validates that claim, but further solidifies our position as a leader in this space.”

Transamerica Partner *iSeries* will be available to plan sponsors through brokers and TPAs immediately. While available for plans of all sizes, Partner *iSeries* will be Transamerica’s sole offering for new plans with less than \$500,000 in expected first-year deposits.

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About Transamerica Retirement Services

Transamerica Retirement Services (“Transamerica”), a marketing unit of Transamerica Financial Life Insurance Company, 4 Manhattanville Road, Purchase, New York 10577, and other of its affiliates, designs customized retirement plan solutions to meet the unique needs of small- to mid-sized businesses. Transamerica Retirement Services ranked as the top plan provider¹ in a recent *PLANSPONSOR*[®] *Magazine* Defined Contribution Survey and has more than 14,500² retirement plans totaling more than \$16.5² billion in assets. For more information about Transamerica, please refer to **www.TA-Retirement.com**.

¹ The November 2007 *PLANSPONSOR*[®] *Magazine* Defined Contribution Survey results place Transamerica Retirement Services as the top provider out of 44 for retirement plans with up to \$50 million in assets based on total number of cups won. See the November 2007 issue of *PLANSPONSOR*[®] *Magazine* for complete results.

² As of December 31, 2007.