



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Kravitz Acquires Cash Balance Business From JPMorgan Retirement Plan Services

Latest acquisition expands Kravitz position as the Cash Balance Plan leader nationwide.

(Encino, CA) – Kravitz, the nation’s leading expert in the design and administration of Cash Balance Pension Plans announced today that it has completed the acquisition of the existing book of MaxPlan retirement plan business from JPMorgan Retirement Plan Services.

The entire book of business, approximately 130 cash balance relationships, will transition over to Kravitz during the next 2 months. Kravitz and JPMorgan Retirement Plan Services will work closely together to ensure a seamless transition.

“Our goal is to expand retirement security for increasing numbers of Americans,” said Dan Kravitz, president, Kravitz. *“We are very pleased with the strategic acquisition of this book of business, which enhances our core competency as a pioneer and leader nationwide with Cash Balance Plans,”* said Kravitz.

Kravitz administers over 1,000 plans with over \$4.5 billion in assets. Kravitz designed its first Cash Balance Plan in 1989 and since then has become nationally known and recognized as a pioneer and leader in Cash Balance Plan design.

For more information call Kravitz at 877-CB-Plans or visit their website at www.CashBalanceDesign.com.

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About Kravitz:

Since its founding in 1977, Kravitz has brought its clients the latest in design, administration, and management of corporate retirement plans. Kravitz is the largest independent firm of its kind in California with over 65 employees, including 7 actuaries and 25 other highly trained and credentialed professionals. Kravitz designed its first Cash Balance Plan in 1989 and since then has become nationally known and recognized as a pioneer and leader in Cash Balance Plan design. For more information, please go to www.cashbalancedesign.com.

Kravitz is the marketing name for the businesses of Louis Kravitz & Associates, Inc. and Kravitz Davis Sansone Inc. Louis Kravitz & Associates, Inc. provides actuarial and consulting advice on the design and administration of retirement plans. Kravitz Davis Sansone Inc. is a registered investment advisory firm that provides investment advice and asset management.