



News

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Transamerica Retirement Services Receives Nine “Best in Class” Ratings in Chatham Partners’ 2008 Client Satisfaction Analysis

Transamerica exceeds the proprietary benchmark in 76 of the 77 individual attributes and all 20 overall attributes, including “overall client satisfaction”

LOS ANGELES – January 12, 2009 – Continuing its long-standing record of industry recognition for outstanding customer service, Transamerica Retirement Services today announced it has received nine “Best in Class” ratings from the Chatham Partners’ 2008 Client Satisfaction Analysis. Transamerica exceeded Chatham’s proprietary benchmark in 76 of the 77 individual attributes measured.

Transamerica’s “Best in Class” ratings were received for the following attributes:

- Accuracy of processing employee contributions, distributions, and loans
- Timeliness of processing employee contributions, distributions, and loans
- Overall satisfaction with employee transaction processing
- Timeliness of participant statements
- Accuracy of participant statements
- Courteous and professional manner of participant contact center representatives
- Courteous and professional manner of SponsorConnect
- Courteous and professional manner of Account Specialist Team
- Client Relationship Manager’s knowledge of the retirement industry

Transamerica received an additional “Best in Class” award for ease of the enrollment process for participants from clients with a Client Relationship Manager. In addition, Transamerica outperformed Chatham’s benchmark for client loyalty and 91 percent of clients surveyed reported that they “definitely” or “likely” will continue their partnership with Transamerica.

“Transamerica has an extensive track record of superior customer service which is consistently reflected in our annual client satisfaction analysis,” said **Peter Starr**, president of Chatham Partners. “As an established customer service leader, it comes as no surprise that Transamerica’s client loyalty ranks among the very best in the industry.”

Overall impressions of Transamerica exceeded Chatham’s proprietary benchmark in all 7 categories, including:

- Overall Satisfaction with Transamerica
- Would Recommend to Others
- Good Value for the Money
- Easy to do Business With
- Treats Me as Important
- Reputation as a Retirement Services Provider
- Committed to Technology

For specific products and services, Transamerica outperformed Chatham's proprietary benchmark in all 13 product and service areas, including:

- Employee Education
- Investment Choices/Performance
- Automated Voice Response System
- Plan Sponsor Web site
- Participant Web site
- Fees
- Plan Sponsor Services
- Participant Services
- Participant Statements
- Contact Center Reps
- Client Relationship Manager
- Processing Employee Transactions
- Personnel

Transamerica was rated as the best performer among all providers when compared to the benchmark for Fees.

Kent Callahan, president and CEO of Transamerica Retirement Services, and once again named one of the top 100 most influential people (ranked 34th) in the defined contribution industry¹, stated, "In the competitive small plan market, it's essential for providers like Transamerica to offer the absolute best value to our clients. By recognizing us as the top performer with regards to plan fees and scoring us above Chatham's benchmark in each area measured, our clients affirm Transamerica as being among the very best providers in the small plan market today."

Chatham's independent third-party research helps isolate Transamerica's key strengths, weaknesses, and gaps in delivery of client services, and benchmarks Transamerica's standing relative to other small-market defined contribution providers. By identifying the most important drivers of client satisfaction, Transamerica uses these findings to help provide the best possible retirement planning solutions for its clients.

Questions were rated on a 7-point scale with "6" and "7" representing the highest levels of satisfaction. A best in class rating was received when at least 85 percent of the respondents selected a "6" or "7" for a specific area. The Chatham Partners' 2008 Client Satisfaction Analysis Survey report was prepared on behalf of Transamerica Retirement Services on December 4, 2008, and it is based on 717 client responses. The Chatham Partners' proprietary small market DC benchmark (<\$25mm in assets) is comprised of survey results of nine 401(k) providers. Transamerica Retirement Services is not affiliated with Chatham Partners, LLC.

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¹ 401kWire, "Who are the 401(k) Industry's Most Influential," January 2009.

About Chatham Partners

Chatham Partners is a market research and consulting firm specializing in assisting clients in maximizing the value of past, current and future customer, and intermediary seller relationships through customer satisfaction, win/loss and intermediary analysis. For additional information please contact Peter Starr, president of Chatham Partners, at (781) 314-0604 or visit www.chathamllc.com.

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 among the top plan providers¹ 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 2008 PLANSponsor[®] Magazine Defined Contribution Survey results place Transamerica Retirement Services among the top providers out of 52 for retirement plans with up to \$50 million in assets based on total number of cups won. See the November 2008 issue of PLANSponsor[®] Magazine for complete results.

² As of December 31, 2007.