



News
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Transamerica Retirement Services Provides New Multimedia Retirement Tips for Plan Participants

— *“E-Tips” part of continued trend towards more flexible, participation-driven educational tools* —

LOS ANGELES (March 9, 2005) – As part of its ongoing effort to increase retirement plan participation rates through educational initiatives, Transamerica Retirement Services¹ (“Transamerica”) recently began offering retirement planning tips in the form of macromedia flash files for employees enrolled in, or eligible for, company-sponsored retirement savings plans. With the new “E-Tips,” Transamerica provides retirement planning basics through engaging videos that allow participants to receive advice anytime, anywhere.

“Retirement planning should be an ongoing, interactive process,” said David Shute, vice president of marketing for Transamerica Retirement Services. “Transamerica recognized that traditional payroll stuffers were becoming a way of the past with direct deposit, so we utilized our in-house technology to create a more appealing and effective way of delivering our message to employees. Our research has shown that younger workers are especially in need of new forms of communication and education, which is what Transamerica aims to provide with tools like E-Tips.”

Transamerica created the E-Tips using its in-house, state-of-the-art “Green Screen” studio equipped with a Chroma Key Green Screen stage and editing bay. The presentations produced in the studio combine digital video, music, graphics and text elements to create a richer, customized viewer experience. This technology is designed to create customized multimedia presentations for their financial professionals, client and participant channels, and for training opportunities within Transamerica.

The E-Tips will be provided to clients with suggestions on how to incorporate into Transamerica’s overall award winning participant education program. Topics include information on the benefits of investing in a retirement savings plan, participating in enrollment workshops, rebalancing, and the tax benefits of investing in a retirement savings plans. The tips use in-depth examples, such as the significance of contributing an additional one percent of pay or how participating in a plan provides tax benefits while keeping more of the money you earn, to further illustrate how beneficial retirement savings are for workers. Clients will have the ability to make the videos available through email and their own intranet, from which employees can access the materials at their leisure, or to feature them at enrollment and benefit meetings.

About Transamerica Retirement Services

Transamerica Retirement Services creates customized retirement plan solutions designed to fit the growing business needs of today’s small to mid-sized businesses — the fastest-growing segment of the retirement plan market. Transamerica Retirement Services offers products underwritten by

Transamerica Life Insurance and Annuity Company (Transamerica) and its affiliates. Transamerica is a member of the AEGON Group, a multinational insurance organization with over 24,000 employees. The AEGON Group is one of the world's leading pension, life insurance and financial services organizations with \$294 billion in assets and a net worth of \$20 billion².

Transamerica Retirement Services is a top-ten retirement provider³ to more than 13,000 customers Throughout the U.S., serving more than 450,000 individual participants. It has \$10 billion⁴ in assets under management by Transamerica Investment Management, LLC and other well-known mutual fund companies. Transamerica Investment Management, LLC is one of the AEGON Group of companies. The AEGON Group of companies is ranked the fifth largest insurer in the U.S. based on admitted assets⁵.

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¹ Transamerica or Transamerica Retirement Services refers to Transamerica Financial Life Insurance Company (TFLIC). TRS markets the products and services of TFLIC and its affiliates.

² Source: AEGON NV annual report 2003. Obligations covered under the terms of any insurance policy are guaranteed only by the assets of the licensed insurance company that underwrites the coverage.

³ Transamerica Retirement Services ranks as a top-ten retirement services provider based on data published in CFO Magazine's April and May 2003 reports, "CFO Buyer's Guide: 401(k) Providers" as well as Treasury & Risk Management's May 2003, "401K Buyers' Guide". This ranking is derived from data on the total number of plans managed by investment companies reporting over \$8 billion in 401(k) assets.

⁴ As of 12/31/03.

⁵ As of 12/31/03 (A. M. Best, *Best's Review*, July 1, 2003).