

## DALBAR RECOGNIZES TOP PLAN PARTICIPANT DEFINED CONTRIBUTION WEB SITES

(Boston, MA – February 2009) Transamerica placed first in DALBAR's Defined Contribution Quarterly Leadership Report for plan participant Web sites, earning DALBAR's highest Web site designation of "Excellent". Prudential Financial, Principal Financial, Fidelity and Merrill Lynch all ranked within the top five, also garnering "Excellent" designations. The newly launched DC WebMonitor Program identifies the Top 10 ranked plan participant Web sites and highlights those qualities that represent industry leaders.

### CATEGORY LEADERS

Transamerica's site produced consistently high scores in all areas of its evaluation, scoring particularly well in usability. The site is well organized and offers extremely smooth orientation and navigation to participants. Prudential, Principal and Merrill Lynch all received top scores for functionality. Prudential Financial received the highest available score for its level of account access capabilities and extensive transactional functionality. Principal Financial ranked first in overall site functionality with Merrill Lynch earning the top spot for usability. Prudential narrowly bested Transamerica to claim the top spot for the behavior centric category, which addresses Web sites' steps to encourage participants to maintain their retirement investments online as opposed to traditional offline methods.

### Third Quarter Rankings - Defined Contribution - Plan Participant Sites, 2008:

WEB RANKING	FIRM
#1	Transamerica
#2	Prudential Financial
#3	Principal Financial
#4	Fidelity
#5	Merrill Lynch

### ABOUT DC WEBMONITOR

The DC WebMonitor program, run by DALBAR, Inc., is aimed at providing defined contribution plan service providers with up-to-date and relevant information regarding the Web presence of retirement industry firms. Highlights of the program include quarterly rankings, e-mailed industry updates as well as access to an online database of industry intelligence.



**ABOUT DALBAR, INC.**

DALBAR, Inc., the nation's leading financial-services market research firm, is committed to raising the standards of excellence in the financial-services industry. With offices in both the US and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors to the mutual fund, broker/dealer, discount brokerage, life insurance, and banking industries. They include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial-professional ratings.

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