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Welcome to the July 2010 Edition of Sponsor E-News

If you're looking for ways to make your life (and the lives of your participants) a little easier, then look to Transamerica's award-winning website, www.TA-Retirement.com. In this issue, we highlight just a few of the outstanding online tools available to make managing your plan more convenient than ever.

It's not too early to start planning for your 401(k) Day in September. This year, Transamerica is offering our first truly multimedia 401(k) Day campaign — complete with video materials.

We are also happy to let you know about Transamerica's top website rankings in a recent providers guide by CFO magazine!

This month, BlackRock provides a mid-year economic and investment outlook, and Pioneer Investments offers a classic investing concept to keep your participants focused on a long-term perspective as they plan for retirement.

Finally, have you ever thought about using a Safe Harbor design for your plan? Find out if such an option is a good fit for your plan.



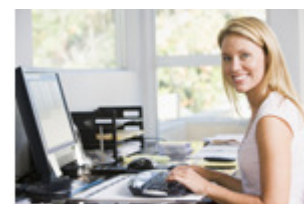
Compliments of
Sponsor Connect
(866) 498-4557

INFORMATION

E-Services at Your Fingertips: Convenient Online Tools

We continue our series highlighting Transamerica's invaluable online resources with helpful information about some of the tools and features available at www.TA-Retirement.com.

- **Participant Distribution Check Status** — assists you and your participants in checking the status of a distribution check. After login, select "Plan Administration" (your participants will select "Transactions"), then select "Distributions," then "Check



Status."

- **Form Wizard** — makes completing distribution requests easy, quick and efficient (when processing distributions via hard copy) by automatically populating sections of the Distribution Request Form. Participants just need to click on "Forms" to begin generating and printing a Distribution Request Form. Participants should then submit the form as usual to the plan sponsor.
- **Your Plan's Web/Phone Statistics** — displays web and Interactive Voice Response (IVR) system usage for the last 12 months (as of the end of the previous month), and highlights the top five most-used transactions by your participants. To access this page, log in, look for "Plan Information" menu in the left-hand navigation area, and then locate the "Plan Statistics" page.

We think you'll agree that these resources make it faster and easier to get the information you and your participants need.

INFORMATION

Transamerica Makes 401(k) Day a *Multimedia* Event

The Profit Sharing/401k Council of America has designated Friday, September 10, 2010 as national 401(k) Day, an annual event created to promote employee retirement savings education and planning.

This year, we are pleased to offer you Transamerica's first *multimedia* 401(k) Day campaign. In addition to our usual attention-getting posters, flyers, and statement stuffers, we are also including some exciting new video elements to help you make the most of your 401(k) Day.



Multimedia Videos Bring Retirement Dreams to Life

This year's campaign encourages employees to "*dream big*" and start saving toward their retirement goals. Whether your employees' dreams of retirement include traveling to exotic locales, playing golf, or simply taking to the open road, our [multimedia videos](#) are a fun way to encourage them to begin thinking about the lifestyle they want to lead in retirement. You can select from two concepts, or mix and match messages to complement the videos.

We're Here to Help

We look forward to helping you make the most of 401(k) Day. To download our 401(k) Day materials, please visit the sponsor website at www.TA-Retirement.com or call SponsorConnectSM at (866) 498-4557, Monday through Friday, 9:00 a.m. to 8:00 p.m. Eastern Time. Print materials will be available (starting August 5, 2010) by simply logging in to your account and accessing eKits.

Transamerica's Website Receives Top Rankings!

Transamerica's participant and plan sponsor websites recently received a top ranking in **CFO** magazine's 2010 401(k) Providers Guide. In the **CFO** magazine's 2010 401(k) Providers Guide, Transamerica received the highest combined score of the 34 retirement services websites that were ranked. The Transamerica websites also earned a total of seven stars - the highest total received in the survey - for quality of content.

The **CFO** magazine ranking marks the second time this year that www.TA-Retirement.com has received recognition. In February, Transamerica's participant and plan sponsor websites were also awarded the DALBAR Seal of Excellence for Communications.

To find out more details about the **CFO** magazine ranking, read the attached [press release](#).



Monthly Market Insight

This month, BlackRock provides a mid-year update in [What's Ahead in 2010: An Investment Perspective](#).

In BlackRock's view, it would be unlikely for the economy to move back into recession. BlackRock offers a cautiously optimistic outlook for stock markets, and notes that stock market fundamentals remain sound.

Companies have successfully managed their costs during the recession and have been increasing their revenues. As a result, BlackRock expects that both profits and earnings will continue to improve, especially if economic growth is able to remain on track. The combination of lower stock market prices and still-improving earnings has resulted in attractive valuations for stocks.

However, BlackRock cautions that the combination of a fragile economy, subdued economic growth and low inflation suggests that stock returns will be only modest in the years ahead. Also, given the renewed credit issues in Europe and the slack in the labor market, BlackRock does not expect to see higher interest rates in the near future.

Over the past few months, volatility levels in the stock markets have increased. Pioneer Investments reminds investors that a 100-point swing in the Dow Jones Industrial Average (DJIA) might only be 1% of the total if the DJIA stands at 10,000. [Pioneer's Classic Concept: 100 Points Aren't What They Used to Be](#) can help investors keep their perspective as they pursue long-term financial goals.

We hope that you will share these educational articles with your plan's participants to help them plan wisely for a secure retirement.

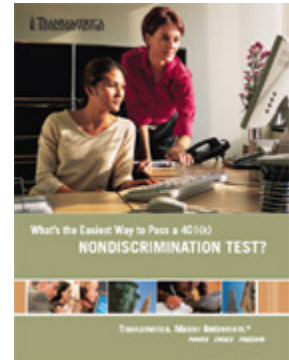
BlackRock and Pioneer Investments provide investment management services for some of the investment choices offered in Transamerica's retirement plans. Neither BlackRock nor Pioneer Investments is affiliated with Transamerica Retirement Services.



Is Safe Harbor Design the Right Fit?

Could your plan benefit from adopting a Safe Harbor design? There are a number of advantages to having a Safe Harbor plan design, including:

- Eliminating the need for Average Deferral Percentage (ADP) and Average Contribution Percentage (ACP) 401(k) nondiscrimination tests
- Permitting highly compensated employees (HCEs) to defer up to the maximum amount permissible
- Allowing Safe Harbor contributions to be used to satisfy the required top-heavy contributions (in some cases)



But before you make your decision, remember that along with advantages, there can also be additional costs to maintaining a Safe Harbor plan. While you eliminate the need for ADP/ACP tests, Safe Harbor plans must match employee contributions or make profit sharing contributions with a specified formula, and those contributions must be 100% vested immediately.

Of course, a Safe Harbor design isn't right for every plan. If you'd like to learn more about what makes a plan a good candidate for adopting Safe Harbor, take a moment to review this [Safe Harbor brochure](#).

As a reminder, if you are currently sponsoring a Safe Harbor plan, participant notices must be distributed between 30 and 90 days before the start of the plan year. For calendar-year plans, this "notice" period begins October 1 and ends December 1.

If you're interested in amending your plan to become Safe Harbor for 2011, please contact us at (866) 498-4557. If your plan is a calendar-year plan, the deadline for implementing a Safe Harbor plan is November 30th.

COMPLIANCE CALENDAR

Because there are no compliance deadlines for the upcoming month, you can enjoy some extra time this summer!

FEEDBACK

We always welcome your feedback and suggestions. Please send your comments to sponsorconnect@transamerica.com.

Transamerica Retirement Services ("Transamerica"), a marketing unit of Transamerica Financial Life Insurance Company ("TFLIC"), 440 Mamaroneck Avenue, Harrison, New York 10528, and Transamerica Life Insurance Company ("TLIC"), 4333 Edgewood Road NE, Cedar Rapids, Iowa 52499, and other TFLIC and TLIC affiliates, specializes in the promotion of retirement plan products and services.