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Harrison, NY – November 10, 2014

**Transamerica Retirement Solutions Debuts New Augmented Reality App
To Help Boost Retirement Savings**

Mobile app provides interactive experience to promote retirement readiness

Transamerica Retirement Solutions announced today the availability of a new mobile app that can help drive up retirement savings by using augmented reality. The app brings a new level of interactive mobile technology that allows users to view short retirement readiness awareness videos. If Transamerica is their employer's retirement plan provider, it leads the user to Transamerica's website to take further action on saving for retirement.

The "*Augmented Reality by Transamerica*" (ART) app allows users to point their smartphone at a printed advertisement, and the app will provide an added digital layer of content. Currently, users will see short videos promoting the need to save for retirement. Transamerica is providing promotional posters to plan sponsor clients that will offer the augmented reality experience.

"Transamerica's new ART app is groundbreaking because it provides an augmented reality experience and then allows the user to take action to enroll in their company's retirement plan, increase their contribution percentages, or to assess their financial outlook for retirement," said Stig Nybo, president of U.S. retirement strategy for Transamerica Retirement Solutions. "Transamerica is a technology leader, and this app allows us to take a fun approach to addressing the serious topic of saving more for retirement."

Transamerica has a long history of using technology to promote retirement readiness. Last year, Transamerica introduced the award-winning *Retirement Outlook Estimator*SM app that allows users to enter information to determine their forecast for reaching individual savings objectives. Transamerica's retirement plan sponsor and participant websites earn top accolades from independent research firms and customer satisfaction surveys.

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“Studies show more people are using their mobile devices to manage their daily lives, including their retirement accounts. Millennials are especially apt to using their smartphone as their primary means of retrieving information,” said Nybo. “Mobile apps are a convenient way for users to get information they seek while it is still top-of-mind, and allows for quick and efficient interaction. Inspiring people to take a positive action toward a brighter retirement is why Transamerica focuses on bringing new technology to our customers.”

The ART app is available via Apple iTunes or Google Play. For more information, please visit Transamerica’s website at www.trretire.com.

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About Transamerica Retirement Solutions

Transamerica Retirement Solutions (Transamerica) is a leading provider of customized retirement plan solutions for small to large organizations.

Transamerica partners with financial advisors, third party administrators, and consultants to cover the entire spectrum of defined benefit and defined contribution plans, including: 401(k) and 403(b) (Traditional and Roth); 457; profit sharing; money purchase; cash balance; Taft-Hartley; multiple employer plans; nonqualified deferred compensation; and rollover and Roth IRAs.

Transamerica helps more than three million retirement plan participants save and invest wisely to secure their retirement dreams.* For more information about Transamerica Retirement Solutions Corporation, please visit trretire.com, and follow Transamerica Retirement Solutions on Twitter at @trretire.

* As of December 31, 2013.