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Transamerica Retirement Solutions Announces Webinar for Financial Professionals on Generational Challenges Impacting Retirement Readiness

Transamerica's Retirement Industry Speakers Bureau Will Examine Strategies to Increase Retirement Outcomes

Transamerica Retirement Solutions announced today that it will host a webinar for financial advisors, consultants and third party administrators that will explore the generational challenges facing participants of company-sponsored retirement plans. The webinar will be held June 17 at 1:00 p.m. ET.

The webinar, "Generational Challenges Impacting Retirement Readiness," will highlight findings of research conducted by the nonprofit Transamerica Center for Retirement Studies, including the unique and varying challenges facing Baby Boomers, Generation X, and Millennials. The webinar will focus on what can be done to best communicate to each of these generational audiences, clear actions plan sponsors can take to improve the retirement outcomes of their employees, and how financial professionals can help drive optimal retirement outcomes.

The webinar's featured speaker is Catherine Collinson, a well-known advocate for the retirement readiness of American workers. Ms. Collinson is president of the Transamerica Institute and Transamerica Center for Retirement Studies. She is a nationally recognized voice on trends facing plan sponsors and their participants.

The webinar is the latest in Transamerica's Retirement Industry Speakers Bureau series for financial professionals, where guest speakers are invited to offer unique insight on issues facing retirement plan sponsors, as well as their advisors, consultants and service providers. The webinar will be approximately one hour in length.

"Plan sponsors look to financial professionals for insight and expert advice on how to drive better retirement outcomes for their employees. A 'one size fits all' approach is likely not the best strategy for motivating people to save for retirement," said Deb Rubin, senior vice president and national practice

Media inquiries

Hank Williams

Phone: 319-355-7789

Email: hank.williams@transamerica.com

Julie Quinlan

Phone: 213-742-5134

Email: julie.quinlan@transamerica.com



leader, third party administration and professional retirement plan advisor distribution for Transamerica Retirement Solutions. “Catherine offers powerful insight on how to best communicate with audiences of different generations, and offers a unique perspective on what can be done to motivate people to save more for retirement. We are offering financial professionals a meaningful opportunity to explore these issues and ultimately increase their value to their plan sponsor clients.”

Financial advisors and third party administrators can register for the webinar by calling Transamerica at 888-401-5826, Monday – Friday, 9:00 a.m. – 7:00 p.m. ET.

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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 trsretire.com.

* As of December 31, 2013.

About Transamerica Center for Retirement Studies[®]

The Transamerica Center for Retirement Studies[®] (TCRS) is a division of Transamerica InstituteSM, a nonprofit, private foundation. The Transamerica Institute is funded by contributions from Transamerica Life Insurance Company and its affiliates and may receive funds from unaffiliated third parties. For more information, please refer to www.transamericacenter.org and follow TCRS on Twitter at @TCRStudies.