

## DALBAR RECOGNIZES TOP PLAN SPONSOR DEFINED CONTRIBUTION WEB SITES

(Boston, MA – February 2009) Principal Financial earned the top spot in DALBAR's newly launched DC WebMonitor Program's Defined Contribution Quarterly Leadership Report earning a Web site designation of "Very Good". Transamerica and John Hancock's Web sites also received a rating of "Very Good", earning the 2<sup>nd</sup> and 3<sup>rd</sup> place respectively in the rankings. The report recognizes the Top 10 ranked plan sponsor Web sites and highlights the qualities that distinguish leaders in their field.

### CATEGORY LEADERS

Principal Financial ranked first in overall site functionality due to the depth of resources offered to the plan sponsor as well as the comprehensive participant account monitoring capabilities available. Ascensus took the lead with respect to its plan administration capabilities by offering some unique features, such as the ability to select participant site features and the ability to change the interest rate on participant loans. Transamerica's straightforward approach, range of navigational tools and available Web site assistance earned it the top score for usability.

### THIRD QUARTER RANKINGS - DEFINED CONTRIBUTION - PLAN SPONSOR SITES, 2008:

WEB RANKING	FIRM
#1	Principal Financial
#2	Transamerica
#3	John Hancock
#4	Ascensus
#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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