



FOR IMMEDIATE RELEASE

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GREAT-WEST RESTRUCTURES CORPORATE 401(k) BUSINESS
Dedicated Pension Consultants and Client Relationship Managers covering all areas

GREENWOOD VILLAGE, Colo., -- In 2002, Great-West Life & Annuity Insurance Company restructured its corporate markets retirement services division to closer align it with its very successful retirement division serving the public/non-profit sector. The result? A new sales force and client relationship team dedicated to the 401(k) market, a tiered product line up and new distribution channels.

“We took a critical look at our business line serving the corporate 401(k) market, evaluated the most basic elements and rebuilt our offerings,” said Charlie Nelson, Senior Vice President of Great-West. “We clearly heard that 401(k) participants in all kinds of plans wanted more. More options, more flexibility, more high tech and more high touch. These are items we have been incorporating within the large case government and non-profit hospital market for years.”

With close to 11,000 plans, more than 2.5 million participants and approximately \$40 billion in assets, Great-West has long been a premier provider of retirement services. A 2002 Plan Sponsor Magazine survey ranked Great-West as the tenth largest defined contribution recordkeeper in the country.

From small case corporate clients with five or 10 participants to the large case government clients such as the City of New York and 14 of the 50 states, the company is equipped to help all types of Plan Sponsors and Participants.

To fulfill its new focus on the corporate retirement market, the company will have approximately 20 Pension Consultants dedicated to strategic regional areas of service and 50 Client Relationship Managers to ensure individual plan’s needs are being met and the highest service levels are maintained.

“We have set some lofty goals, but we believe our focused distribution team can exceed them,” said Bill Harmon, Vice President of 401(k). “We have found a core team dedicated to enhancing and preserving our existing broker and plan sponsor relationships while pursuing new ones.”

The Company’s new focus on the corporate 401(k) market will be offering Plan Sponsors a great deal of flexibility through a new three-tier product model branded as Key 401(k), Key Selectsm and Custom Keysm. Each tier offers an investment array without a proprietary fund requirement, focused service, attractive pricing and broker compensation

options, and appealing communication and education programs. Which tier a plan falls into is dependent upon plan size in terms of assets and participants.

The tiered concept was developed in large part to proactively respond to the 401(k) broker community, which has long yearned for a leading provider in the market to present a simple, reasonably priced, comprehensive and flexible product line-up and service structure.

Great-West's new offerings across the country will fall into the following categories:

- **Key 401(k)sm** – Designed for smaller and start-up companies with more than five participants, this tier features 20 investments offered with flexible broker compensation and online investment advice through Advised Assets Group, LLC¹ (a wholly owned subsidiary of Great-West). True Net Asset Value (NAV) accounting and a self-directed brokerage option (through *Harrisdirect*) can also be made available to plan participants.
- **Key Selectsm** – Designed for companies with 25 or more employees and a minimum of \$3 million in assets. In addition to the investment array provided by the Key 401(k)sm, plans may select an additional five options from a pool of 60. Flexible broker compensation, online investment advice through Advised Assets Group, LLC¹ (a wholly owned subsidiary of Great-West), true Net Asset Value (NAV) accounting and a self-directed brokerage option (through *Harrisdirect*) will also be made available to plan participants.
- **Custom Keysm** – Designed for larger companies with 50 or more participants and a minimum of \$10 million in assets. This offering will allow plans the option of selecting their investment array from a universe of 800 funds. Net Asset Value (NAV) accounting is also available. Flexible broker compensation, online investment advice through Advised Assets Group, LLC¹, (a wholly owned subsidiary of Great-West) and a self-directed brokerage option (through *Harrisdirect*) may also be made available to plan participants. This option is further differentiated by Great-West's ability to offer the plan levels of customization for the Web site and participant education and communication materials and programs.

Great-West Life & Annuity Insurance Company is part of the Great-West Family of Companiessm and is licensed to do business in all 50 states, and the District of Columbia. Great-West is an indirect subsidiary of the Great-West Lifeco, Inc., a member of the Power Financial Corporation group of companies.

¹Online investment advice is offered by Advised Assets Groupsm, LLC and Powered by Financial Engines Investment Advisers®, LLC. Both are federally registered investment advisors. Representatives of BenefitsCorp Equities, Inc. are not Registered Investment Advisers and cannot offer financial, legal or tax advice.

With the exception of the *Harrisdirect*TM self-directed brokerage option, securities, when offered, are offered through BenefitsCorp Equities, Inc, a wholly owned subsidiary of Great-West Life & Annuity Insurance Company and an affiliate of First Great-West Life & Annuity Insurance Company, Albany, NY (Form # 401(k)PRApr03). Investment options may be through a group flexible premium deferred annuity issued by First Great-West Life & Annuity Insurance Company and/or mutual funds. In all states, except New York, annuity contracts are issued by Great-West Life & Annuity Insurance Company. In New York, annuity contracts are issued by First Great-West Life & Annuity Insurance Company. Great-West Life & Annuity is not authorized to conduct business in New York.