



## NEWS RELEASE

January 7, 2008

### FOR IMMEDIATE RELEASE

CONTACT: Daniel Kravitz  
President, Kravitz  
818-379-6162  
dkravitz@lkravitz.com

## Kravitz Launches First and Only Investment Strategies Exclusively For Cash Balance Retirement Plans

(Encino, CA) – Kravitz, the nation’s leading expert in the design, implementation and management of Cash Balance Pension Plans, in conjunction with Kravitz Davis Sansone (KDS), the Registered Investment Advisor arm of the Kravitz team, has released a new series of portfolios developed exclusively for cash balance plans.

Available to retirement plan intermediaries and investment advisors, the **Kravitz Cash Balance Maturity Portfolios**, offer distinct strategies and are constructed and managed by a team of investment experts and actuaries who focus exclusively on the highly complex market niche of cash balance plans.

*“Cash balance plans evolve over time in very unique ways”* says Dan Kravitz, President of Kravitz. *“They need to evolve as the significant account holders age and as the Plan’s tolerance for risk changes.”*

The **Kravitz Cash Balance Maturity Portfolios** are the first and only investment strategies developed exclusively to meet the unique needs and complexities of cash balance plans. They offer cash balance plan sponsors access to a strategically designed investment plan that includes cost effective diversification and risk management over time.

Stephan Miskjian, CFA, CFP<sup>®</sup>, QPFC, Portfolio Manager for KDS Advisors, will serve as the manager of the **Kravitz Cash Balance Maturity Portfolios**. *“We construct investment portfolios that are highly diversified with exposure to up to 17 separate asset classes and 21 mutual funds and ETFs (Exchange Traded Funds),”* Miskjian says. *“Keep in mind that while diversification can help to maximize expected return for a given level of risk, it cannot guarantee returns or risk reduction,”* Miskjian elaborated.

According to Steve Sansone, JD, AIF<sup>®</sup> a principal of KDS, *“Choice and flexibility are the keys to the portfolio solutions we offer advisors and retirement plan professionals who work with*

*cash balance plans. The Kravitz Cash Balance Maturity Portfolios enable plan sponsors to benefit from a range of disciplined strategies designed to meet their investment objectives.”*

Mark Davis, AIF<sup>®</sup>, QPFC, a seventeen year veteran of the retirement plan industry and an investment adviser representative for KDS was the architect behind the development of the portfolios. *“Kravitz is uniquely focused on the asset management challenges of these highly sophisticated plans,”* Davis commented. *“We develop customized risk management strategies for each client’s plan. We work hand in hand with the actuaries and consultants who administer cash balance plans as well as investment advisors seeking a unique approach for their clients’ plans,”* Davis said.

For more information on the **Kravitz Cash Balance Maturity Portfolios** please contact Dan Kravitz at Kravitz at 818-379-6162.

###

### **About Kravitz:**

Since its founding in 1977, Kravitz has brought its clients the latest in design, administration, and management of corporate retirement plans. Kravitz is the largest independent firm of its kind in California with over 75 employees, including 10 actuaries and 25 other highly trained and credentialed professionals. Recently, Kravitz has become nationally known and recognized as a pioneer and leader in Cash Balance Plan design. For more information, please go to [www.cashbalancedesign.com](http://www.cashbalancedesign.com).