



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Kravitz Launches Website Dedicated To Cash Balance Retirement Plans

(Encino, CA) – Kravitz announced today the launch of CashBalanceDesign.com (<http://www.cashbalancedesign.com>), the only website dedicated to cash balance plans. Designed to assist retirement plan advisors, providers and third party administrators, users of the website can learn how to grow their retirement plan business using cash balance plans, learn how cash balance plans work and learn how to identify cash balance candidates.

The website also features a Cash Balance Coach Program focused on the needs of retirement plan advisors. The Coaching Program features information on how to identify the top cash balance candidates in your area, one-on-one coaching, custom prospect plan illustrations and co-branded sales and marketing materials.

Kravitz has been a pioneer with cash balance plans and since 2001 they have been recognized as the national leader in cash balance design. Current President, Daniel Kravitz played an integral role as the firm introduced executive retirement plans, called Cash Balance Plans in the late 1990's.

Announcing the launch Daniel Kravitz said, *"Our mission is simple: to create a single, comprehensive source and help retirement plan advisors, providers and third party administrators grow their 401(k) and investment advisory business with cash balance plan designs."*

Cashbalancedesign.com was the culmination of many months work to develop a comprehensive website dedicated to cash balance plans that facilitates bringing together all parties involved with them, help them understand the opportunities with cash balance plans, and support them to sell, design and implement the plans.

*"The passage of the Pension protection Act of 2006 brings new cash balance plan opportunities specifically focused on plan design techniques in conjunction with 401(k) plans. The site was designed to provide an opportunity for retirement plan intermediaries nationwide to take advantage of those opportunities",* Kravitz added.

Retirement plan industry leaders nationwide are already recognizing the benefits of [cashbalancedesign.com](http://cashbalancedesign.com). Since the website launch, the interest has been strong. Over 1800 retirement plan industry insiders have used the website.

*"The website launch is just the first of a few different strategic initiatives that will be announced over the next few weeks and in part, the launch was done in collaboration with those new initiatives,"* said Ken Guidroz, Director of New Plan Design for Kravitz.

With headquarters in Encino, California, Kravitz wrote the first pension plan approved under ERISA in Los Angeles. For more information, please visit their website at [www.lkravitz.com](http://www.lkravitz.com).

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### **About Kravitz:**

Since its founding in 1977, Kravitz has brought its clients the latest in design, administration, and management of corporate retirement plans. Today's plan designs include cutting-edge executive retirement plans, which are no less significant than the very first Kravitz pension plan approved under ERISA in Los Angeles in 1974. 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.CashBalanceCesign.com](http://www.CashBalanceCesign.com).