



Transamerica Retirement Services Earns DALBAR Seal of Excellence for its Web Sites

(Boston, MA. - February 5th, 2010) DALBAR, Inc. announced today that Transamerica Retirement Services, a marketing unit of Transamerica Financial Life Insurance Company, was awarded the DALBAR Seal of Excellence for Communications for its Defined Contribution Plan Participant and Plan Sponsor Web sites, at www.TA-Retirement.com. The Seal is awarded for outstanding communications that effectively and efficiently meet the needs of the intended audience. DALBAR conducted a series of tests on Transamerica's Web sites that established that they meet the principal objectives of the site visitors.

This is the fifth consecutive year that Transamerica's Web sites earned the DALBAR Communication Seal. Over the last five years, Transamerica has made consistent improvements to both Web sites.

The highlighted features of Transamerica's plan participant Web site include:

- | The ability for participants to modify many aspects of their plan account online.
- | The ease of subscribing to auto deferral rate increases.
- | Extensive details describing the employer's 401(k) plan, allowing for a thorough understanding of its benefits.
- | A Help section that ensures participants are able to get the most from accessing their plan online.

The highlighted features of Transamerica's plan sponsor Web site include:

- | Access to a wide range of resources to electronically administer the company's plan.
- | The ability to manage compliance activities online, including submitting compliance data and reviewing testing results when available.
- | The ability to perform a wide variety of functions on behalf of participants.

"As a company, we're focused on using today's technology to help our clients make the most of their retirement plans," said Stig Nybo, president of Transamerica Retirement Services.

"Transamerica is very proud to receive DALBAR's Seal of Excellence for the fifth straight year, and we are honored by their repeated recognition of our Web sites and outstanding service to plan sponsors and participants. Moving forward, we remain dedicated to developing the best tools and services to further enhance our customers' experience."

DALBAR, Inc., the nation's leading financial services market research firm, continues its nearly three-decade commitment to raising the standards of excellence in the industry. With offices in the U.S., Canada, and London, DALBAR develops standards for, and provides research, ratings, and rankings of, intangible factors that influence the overall customer service experience in the mutual fund, broker/dealer, managed account, retirement plan, life insurance, and property and casualty insurance industries. Such factors include print communications, Web, interactive voice response, call center, and financial professional touch points. For more information about DALBAR, Inc., please refer to www.dalbar.com.

Transamerica Retirement Services

Transamerica Retirement Services ("Transamerica"), a marketing unit of Transamerica Financial Life Insurance Company ("TFLIC"), 440 Mamaroneck Avenue, Harrison, New York 10528, and other of its affiliates, specializes in the promotion of retirement plan products and services. TFLIC is not authorized and does not do business in the following jurisdictions: Guam, Puerto Rico, and the U.S. Virgin Islands. Transamerica Retirement Services ranked among the top plan providers¹ in a recent PLANSPONSOR® Magazine Defined Contribution Survey and has more than 15,500² retirement plans totaling more than \$16.5² billion in assets. For more information about Transamerica, please refer to www.TA-Retirement.com.

¹ Transamerica Retirement Services received 43 "Best in Class" cups for sponsor and participant services in PLANSPONSOR® Magazine's annual Defined Contribution Survey of retirement plans. The 43 "Best in Class" designations—23 in the micro (<\$5 million) and 20 in the small (\$5 million to \$50 million) markets—rank Transamerica Retirement Services among the top cup recipients of the 46 providers evaluated in the micro- and small-plan markets. The results of the Defined Contribution Survey were announced in the November 2009 issue of PLANSPONSOR® Magazine. The survey polled nearly 5,635 clients of 48 defined contribution plan providers. "Best in Class" cups are awarded to plan providers who score in the top quartile of a specific category. See the November 2009 issue of PLANSPONSOR® Magazine for complete results. Transamerica Retirement Services is not affiliated with PLANSPONSOR® Magazine.

² As of December 31, 2009.

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