



NEWS RELEASE

October 9, 2008

FOR IMMEDIATE RELEASE

CONTACT: John Hopkins
717-497-5401
jghiv@comcast.net

Alliance Benefit Group Unveils Interactive, Video Based Participant Engagement System

System will be demonstrated at upcoming Center For Due Diligence Conference.

(Peoria, IL) Alliance Benefit Group, LLC, a national network of independently owned employee benefit firms announced the launch of a customized version of SmartPlan 401, a unique, interactive video-based education and enrollment system designed to engage employees.

SmartPlan combines a video-based presentation of detailed financial information with an interactive application that prompts users to make informed investment decisions. SmartPlan was developed by vWise, Inc. who created a customized, branded version for Alliance Benefit Group.

"New and cutting-edge opportunities to better engage retirement plan participants are always of interest to Alliance Benefit Group," said John Blossom, president and CEO at Alliance Benefit Group. "'SmartPlan' provides a unique and efficient means to better educate employees and enhance their participation with their company sponsored retirement plan. We look forward to utilizing the SmartPlan interactive system with our plan sponsors."

"We are excited about our involvement with a forward thinking, cutting edge organization such as Alliance Benefit Group," stated vWise President Tony Mingo. "Most employees don't know how—or why—to invest in a 401k. And they don't read the materials designed to explain it. Now companies can provide the critical 401k investment information employees need, in a format they will actually use, with SmartPlan," Mingo explained.

Unveiling At Center For Due Diligence Conference October 13-15

Demonstrations of the new system will be available October 13th through 15th at the Alliance Benefit Group booth during the upcoming CFDD Conference in Scottsdale, AZ. vWise, Inc. President, Tony Mingo will be present for demonstrations of the system.

Collectively, Alliance Benefit Group is one of the largest retirement plan administrators in the country, providing administration services to over 5,000 defined contribution plans representing more than \$13 billion in assets and 250,000 participants. Visit their website for more information at www.abgnational.com.

###

About Alliance Benefit Group

Alliance Benefit Group, LLC is a national network of independently owned retirement plan consulting; investment advisory; health and welfare consulting; and benefits administration firms that operate as "Licensees" of Alliance Benefit Group, LLC.

Collectively; Alliance Benefit Group is one of the largest retirement plan administrators in the country; providing administration services to over 5,000 defined contribution plans representing more than \$ 13 billion in assets and 250,000 participants.

Alliance Benefit Group's combined resources and business metrics bring a "strength in numbers" position to the negotiating table; allowing us to enter into enterprise level agreements with a number of product providers in order to improve each firms' competitive position thereby enhancing our ability to better serve our clients.

For more information, please visit their website at www.abgnational.com.

About vWise

vWise is a leading developer of rich-media internet applications based upon its E3 (that's E-Cubed) architecture. Its SmartPlan solution, which serves the retirement plan markets, and its HealthConnect solution which serves the employee benefits market, are predicated upon the principle that complex information is infinitely more useful when it is conveniently packaged.

For more information, please visit their website at www.vwise.com