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John D. Blossom Qualifies as Fiduciary Adviser Under Pension Protection Act

(Peoria, Illinois, July 23) John Blossom, CEO of Alliance Benefit Group, of Illinois, Inc. has been certified as a fiduciary adviser for 401(k) and other retirement plans. This certification permits Mr. Blossom to advise retirement plan participants about proper investment of the funds available in their plan. The certification was issued on (July 21, 2009) by DALBAR, Inc. that performed the evaluation.



Passed by the United States Congress in 2006, the Pension Protection Act (PPA) created a new class of adviser, the fiduciary adviser, specifically to help retirement plan participants to make better investment choices with their retirement funds. As a Fiduciary Adviser under PPA, Blossom's service also protects employers from much of the fiduciary liability associated with offering retirement plans.

Blossom commented, "The DALBAR Certified Fiduciary Adviser qualification is recognition of our firm's long history of service to our clients and our commitment to put their interests first. With this certification we are in a position to be of even greater service to employers by relieving them of most of the burdens and liabilities of retirement plans."

In order to qualify as a DALBAR Certified Fiduciary Adviser, Mr. Blossom underwent an extensive background check, an in-depth survey of the experience of his clients and a test of his knowledge of retirement plans. The documentation produced from the qualification process confirms to employers that engaging Mr. Blossom and Alliance Benefit Group of Illinois, Inc. is in compliance with the PPA.

The PPA permits Blossom's firm to enter into eligible investment advice arrangements with employers to serve the investment needs of employees. In this capacity, Mr. Blossom and his staff are required by law to act in the best interest of clients and to meet certain standards on an ongoing basis.

About Alliance Benefit Group

Alliance Benefit Group of Illinois, Inc. serves more than 30,000 retirement plan participants in 39 states with recordkeeping and compliance service to retirement plan assets of nearly \$1.5 Billion. The company, founded in 1967, is located in downtown Peoria and has a local staff of 71 associates. More information about the company is available at: www.abgil.com

About DALBAR

DALBAR, Inc., the nations leading market research firm, is committed to raising the standards of excellence in the financial services industry. With offices in both the US and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors to the mutual fund, broker/dealer, life insurance, property and casualty, and managed account industries. They include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial professional ratings. Learn more about the Fiduciary Advisor Network and DALBAR at www.FiduciaryAdviser.com.