



**NEWS
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Smart401k® Hires Impact Communications to Promote 401(k) Review Services

Firm Provides Cost-Effective Advice to Empower Consumers to Effectively Manage their 401(k)s

Overland Park, KS (April 30, 2009) – Scott Revare, CEO and co-founder of Smart401k® (www.smart401k.com), today announced the hiring of Impact Communications to promote the firm’s advice services for employees who invest in employer-sponsored retirement plans.

“These are particularly challenging times for investors and while thousands of people are regularly contributing to their 401(k)-type plans, very few are engaged in actually managing the portfolio,” Revare says.

Smart401k® is a web-based investment advisor that is uniquely focused on providing personalized investment advice to individuals who have 401(k)s, 403(b)s and other employer-sponsored retirement plans. The company currently monitors more than 4,500 employer plans and advises individuals who collectively have more than \$1 billion in plan assets. Its team of advisors takes pride in helping their clients manage and understand the importance of investing in their employer-sponsored retirement plan.

“We are on a mission to let consumers know that there is a simple, affordable solution to help them manage their accounts with confidence. We feel this is vitally important in today’s environment,” says President Scott Holsopple.

Consumers can subscribe to the service online by identifying their employer and providing details of their situation in a short questionnaire. Smart401k’s advisors then analyze the fund choices that are available through the plan and deliver a customized Action Plan, tailored to the client’s time horizon, risk tolerance and employer-specific fund choices. The Action Plan, updated quarterly, provides recommendations for which funds to invest in and how much to allocate to each fund. The service

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costs \$200 per year or \$59 per quarter and offers unlimited access to Smart401k's advisors by phone, email and live chat.

In addition to serving consumers, Smart401k® provides fund selection and monitoring services to plan sponsors, recommending additional mutual funds and plan changes as necessary with the goal of helping the plan meet the requirements of its Investment Policy Statement.

About Smart401k®

Smart401k® was founded in 2003, by Scott Revare and Adam Bold (host of The Mutual Fund Show®), with the goal of providing unbiased advice to help employees invest with confidence in their 401(k), 403(b) and other employer-sponsored plans. The direct-to-employee business surpassed the 10,000 customer level in October, 2008. Employers who are looking to strengthen an important employee benefit are also able to sponsor Smart401k's advice service. The company also has relationships with several major 401(k) providers, 401(k) advisory firms and third party administrators/record keepers to offer Smart401k® services to their customers. For more information, visit www.smart401k.com.

About Impact Communications, Inc.

Founded by financial services industry veteran Marie Swift in 1993, Impact Communications specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors and allied institutions. Widely respected as a marketing professional with a loyal following, Swift, along with her team, works with independent advisors and select institutions to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers clients graphic design services and executive coaching. For more information, visit www.impactcommunications.org.

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