



February 8, 2011

CONTACT: Daniel Kravitz
President, Kravitz
818-379-6162
dkravitz@kravitzinc.com

Payden/Kravitz Announces the First Annual Cash Balance Summit in Las Vegas

(Los Angeles, CA) – Payden/Kravitz will host the first ever national [Cash Balance Summit](#) on Saturday, March 5 in Las Vegas, bringing together retirement industry leaders to discuss key issues related to Cash Balance Plans, the fastest growing sector of the retirement plan market.

Participants will include investment advisors, third-party administrators and other retirement plan professionals. The [Cash Balance Summit](#) will take place one day prior to the annual ASPPA 401(k) Summit, sharing the same venue, Caesar's Palace in Las Vegas.

“Cash Balance Plans are an increasingly popular add-on to 401(k) plans, providing significantly higher contribution limits and tax savings, so it made sense to coincide with the ASPPA 401(k) Summit,” said [Dan Kravitz](#), President of Kravitz, Inc. *“Many of the nation’s top retirement plan advisors are taking advantage of both events to build a smarter business strategy for 2011. The number of Cash Balance Plans in the US has increased almost 400% since 2001 and these tax-favored hybrid plans play an increasingly important role.”* There has been renewed interest in Cash Balance Plans since the IRS [issued new rules in October 2010](#), adding clarity and expanding investment crediting rate options.

Speakers at the Cash Balance Summit will include E.Thomas Foster, Vice President and National Spokesperson for The Hartford’s Retirement Plans Group; Brian Matthews, Portfolio Manager for the [Payden/Kravitz Cash Balance Plan Fund](#), and Dan Kravitz, who founded the [Cash Balance Coach](#)® program and whose firm specializes in the design and administration of Cash Balance Plans.

For more information and for Summit registration, visit www.CashBalanceSummit.com.

About Kravitz: Since 1977, [Kravitz](#) has brought its clients the latest in design, administration, and management of corporate retirement plans. The company designed its first Cash Balance Plan in 1989. Today Kravitz administers over 1,200 plans, including more than 300 Cash Balance Plans, helping over 150,000 people retire successfully. Headquartered in Los Angeles, Kravitz has offices in New York and satellite offices in eight other cities. Visit www.CashBalanceDesign.com

About Payden & Rygel: Founded in Los Angeles in 1983, Payden & Rygel manages more than \$55 billion in assets from offices in Los Angeles, Boston, London and Frankfurt. Payden & Rygel’s independent investment management status eliminates the potential for conflicts. Their approach to

investment management focuses first and foremost on managing risk. Their client list includes an impressive array of corporations, law firms, foundations, public funds and union plans.

Visit www.Payden.com