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**EPIC Advisors Teams Up with Mutual of Omaha and Adds New Employee to Provide Cost-Effective 401(k) Products**

ROCHESTER, NY- Business owners in New York State now have access to a new cost-effective retirement product designed to support their employees' retirement savings. Through an innovative arrangement between EPIC Advisors, Inc., located in downtown Rochester, and Mutual of Omaha, employers can offer a flexible retirement solution that offers multiple levels of fiduciary assistance at the product, plan and participant levels.

The strategic alliance brings together EPIC's specialized suite of administrative and recordkeeping services for employer-sponsored retirement plans and Mutual of Omaha's retirement services, including investment alternatives, educational tools and comprehensive fiduciary support that offers individual participant account management. As employers look for assistance in designing, implementing and managing their retirement plan benefit, EPIC hopes to meet local market demand with high-quality, low-cost solutions.

"We're really excited to be able to bring Mutual of Omaha to the state of New York. It's a very well-known and respected nationwide brand and we're pleased to be able to offer this product to our clients," said Bob Newton, direct business manager at EPIC Advisors.

To support the EPIC and Mutual of Omaha relationship here in New York, EPIC has added Kenny Harris as regional wholesaler. Harris' focus is on supporting the New York registered investment advisor market in introducing the Mutual of Omaha 401(k) solution to the employer-plan sponsor market. Harris has six years of experience in financial services. He spent

time as a financial advisor with Merrill Lynch and as a regional vice president with Old Mutual Capital. Harris is a University of Arizona graduate and lives in Brighton.

EPIC Advisors, Inc. is a leading full-service 401(k) plan recordkeeping firm serving financial institutions and small to midsize companies since 1993. Headquartered in downtown Rochester, New York, with 77 full-time employees, EPIC currently serves clients in 33 states comprising over 1,296 retirement plans with 116,000 participants and \$4.58 billion in assets. Robert F. Judd serves as President and James M. Genthner as Executive Vice President. EPIC specializes in participant-directed plans, using daily valuation recordkeeping. For more information about EPIC Advisors, visit [www.epic1st.com](http://www.epic1st.com), and [www.401ktalk.com](http://www.401ktalk.com).

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