News Release

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For immediate release

BPAS Launches Online Participant Education Center

Utica, NY—March 9, 2016. In December of 2015, BPAS was pleased to release its innovative, online Participant Education Center (PEC). The PEC is a core deliverable of the Roadways to Retirement program, offered in conjunction with Advisors and Corporate Trustees, and adds a new dynamic to the education process to drive retirement plan participant outcomes. With education as a critical component to a successful retirement program, the PEC is changing the game.

"As we work with Advisors and Corporate Trustees at BPAS, we focus both on automatic **and** elective ways to improve retirement readiness," said Paul Neveu, President of BPAS Plan Administration & Recordkeeping Services. "We created the PEC with four separate modules, each with a specific purpose."

The four PEC modules are:

- **Learn** – Devoted to ongoing participant education and includes the Virtual Classroom, the Financial Resource Center, and an Education Library.
- **Research –** Allows participants to research funds, view real time market data, and read commentary on the markets throughout the day.
- **Interact –** Includes the *Ask an Expert* Forum, where participants can ask questions to a BPAS panel of experts across a wide range of topical areas.
- **Plan –** Helps participants plan for their future through a risk tolerance questionnaire and a library of financial planning calculators and tools. Also includes a special section entitled, "The Journey to Ten Times Pay" with real life examples from other participants.

Since the PEC was rolled out within the participant login area, it has quickly gained traction. "So far, traffic to the site has been impressive," said Brian Nicholson, Senior Sales Relationship Manager at BPAS. "On average we're seeing around 1,200 visits per day across laptops, tablets, and mobile devices."

"When you consider participants with balances over $25,000, most will log on to the website fifteen or twenty times for every time they attend an education meeting," added Neveu. "The focus of the PEC is to engage all types of participants throughout the year – with content that is fresh, lively and engaging."

Neveu and Nicholson agree that the virtual classroom and 'Ask an Expert' areas seem to be getting the most visits. "We are continuing to roll out more content in these areas based on participant questions and feedback," added Nicholson.

In developing the PEC, the team explored the type and complexity of questions coming into the company's call center and designed it to differentiate account-specific questions from those that are tax, legal or philosophical in nature. The PEC is able to automatically route questions to the appropriate forum so they can be best answered. From common questions like, 'What are the current rules for beneficiary designations?' to more complex topics like explaining match true-ups, or non-discrimination testing rules, 72(p) loan limits or frequent trading rules, the PEC answers all kinds of questions. "We also rolled out a special FAQ document from our call center to answer many account-level questions in one location," added Neveu.

Upcoming enhancements to the PEC will include moving toward a gamification concept through the addition of participant quizzes to test participant knowledge on retirement planning concepts. Additional modules are being added to the Virtual Classroom. BPAS will be adding a special section to the PEC geared to 1081 plans in Puerto Rico over the next month, as well as additional content geared at HRA and HSA programs in the future.

"We are trying to engage participants on important topics, while making it fun," added Nicholson. "There are exciting things you can accomplish through the creative use of technology when you keep it engaging. That's our focus here."

BPAS is a national provider of retirement plan administration and related services. BPAS serves more than 4,000 retirement plans and 400,000 participants through partnerships with financial advisors and holds more than $19 billion of assets under custody. With its breadth of services, BPAS is well positioned to help clients solve their benefit plan challenges without juggling lots of providers to get there. The BPAS family of services includes: Plan Administration & Recordkeeping Services, Actuarial and Pension Services, TPA Services, Fiduciary Services, Healthcare Consulting Services, VEBA & HRA/HSA Services, AutoRollovers & MyPlanLoan Services, Hand Benefits & Trust (a BPAS Company), and BPAS Trust Company of Puerto Rico. Specialty practices include auto enrollment plans, multiple employer plans, plans with employer securities, PR 1081 plans, VEBA/HRA plans, cash balance plans and collective investment fund administration.

With eleven offices across the nation and 270 retirement plan professionals, BPAS is committed to "Solving Tomorrow's Benefit Challenges Today." Look to BPAS for all of your retirement and benefit plan administration needs. One company. One call. Please visit www.bpas.com for more information.

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