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## **ERISA LAW FIRM CREATES A RECOMMENDATION REPORT POWERED BY BRIGHTSCOPE**

*Leading Independent Provider of Retirement Plan Ratings Powers Top ERISA Attorney's Retirement Plan Tune-Up*

**SAN DIEGO, CA (July 20, 2011)** – BrightScope ([www.brightscope.com](http://www.brightscope.com)), a leading provider of independent financial information and investment research, today announced a strategic partnership with The Rosenbaum Law Firm P.C. ([www.therosenbaumlawfirm.com](http://www.therosenbaumlawfirm.com)), whose firm is a leading expert on retirement plan costs, design issues, and liability concerns. The joint effort incorporates benchmarking information combined with specific recommendations and suggested improvements for company retirement plans.

With this partnership, business owners benefit from BrightScope's data and analytics, benchmarking tools, and custom reporting, along with tailored advice from an experienced ERISA Attorney for \$750 per plan. When used together, the combination is a compelling benchmarking and advice solution for the 401k and 403b marketplace.

"When it comes to establishing a Retirement Plan, most business owners are content with a set-it and forget-it mindset. The Employee Retirement Income Security Act (ERISA) is a difficult law to understand and new fee disclosure regulations make it even more complicated for business owners to adhere to. With the 'Retirement Plan Tune-Up' business owners get a simple list of issues and solutions to make the required change to their plan – at a flat fee." said Ary Rosenbaum, founder of The Rosenbaum Law Firm P.C. "Enabling even the smallest plans to have access to advice from an ERISA Attorney and BrightScope analytics is the breakthrough here. The fee can even be paid from plan assets". Third party administrative firms such as AccuRecord Direct Inc. of Melville, NY, DCS Retirement Group, of Atlanta, GA, Pension Services, Inc. of Miami, FL, and BenefitTech Group Inc. of Jenkintown, PA are now offering the Retirement Plan Tune-Up kit to new and existing clients. "The Retirement Plan Tune-Up powered by BrightScope offers unmatched value to all parties with fiduciary responsibility. Ensuring fee transparency is something we have advocated throughout our history and this is just one of many issues for which the Tune-Up provides peace of mind" said George Chave, President of AccuRecord Direct. "With our reputation for excellent retirement plan administration and fee transparency, we thought this was an excellent and affordable legal product that our clients should use to minimize their fiduciary responsibility as retirement plan sponsors" said John McCrary, President of DCS Retirement Group.

"Many Plan Sponsors are already using our dashboard product to benchmark their plans" said Mike Alfred, CEO of BrightScope. "This partnership with The Rosenbaum Law Firm P.C. enables BrightScope analytics to be combined with specific, tailored advice and takes our industry leading capabilities to the next level and ensures that the forward-looking Plan Sponsors will be huge winners in the coming years."

BrightScope's revolutionary database includes a detailed investment menu on more than 50,000

plans, representing nearly 90 percent of all the assets in 401ks.

For more information about BrightScope, go to [www.BrightScope.com](http://www.BrightScope.com).

For more information about The Rosenbaum Law Firm P.C., go to [www.therosenbaumlawfirm.com](http://www.therosenbaumlawfirm.com).

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### **About BrightScope**

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for more than 55,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 450,000 financial advisors are available for free at [www.brightscope.com](http://www.brightscope.com).

### **About The Rosenbaum Law Firm P.C.**

The Rosenbaum Law Firm P.C. is a flat fee practice helping plan sponsors reduce their plan cost, facilitate administration, and limit their fiduciary liability. The firm has been quoted as an expert in retirement plans in PlanSponsor.com, DailyFinance.com, American Express Open Forum, Marketwatch.com, the Wall Street Journal, and FiduciaryNews.com. Ary Rosenbaum, the principal at the firm, is a graduate of Stony Brook University, American University Washington College of Law and Boston University (L.L.M, Taxation). Ary is licensed to practice in New York, Massachusetts, and California.  
[www.therosenbaumlawfirm.com](http://www.therosenbaumlawfirm.com)