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Retirement Learning Center Wins 2010 APEX Grand Award For Publication Excellence

Brainerd, MN (June 30, 2010)—Retirement Learning Center (RLC), the nation’s independent thought leader in the retirement savings and rollover space, was awarded Communications Concepts’ highest publishing honor, the APEX Grand Award, as part of its 22nd annual awards program recognizing excellence in publication work by professional communicators. From over 3,700 entries, RLC, took home one of the rare Grand Awards for its *Retirement Resource Guide—Essential ERISA Education & Best Practices for Financial Advisors*.

The APEX Awards are based on quality in graphic design, editorial content and the ability to achieve overall communications excellence. In reference to the *Retirement Resource Guide* specifically, judges of the competition explained, “It’s all there -- well researched, well organized and clearly written explanations of very complex retirement plan rules. This one’s a definite keeper.”

“We are very excited and honored to be recognized by APEX. We’ve heard from individual advisors about what this book has meant for their practices, but to be selected for an APEX award is especially gratifying. The book is distributed solely through Columbia Management as part of RLC’s exclusive partnership with the firm’s Columbia Management Learning Center. The book is eligible for up to 16 hours of continuing education credits for industry designations like CFP and CIMA, and state insurance licenses. There are nearly 20,000 copies in circulation today. We hope this attention will allow even more advisors to utilize this great resource,” said John Carl, Founder and President of RLC.

RLC is already planning a second book, aimed at CPAs, to be released later this year, which will also be available exclusively through Columbia Management and their Columbia Management Learning Center.

For a press copy of the *Retirement Resource Guide*, or to speak with Jenny Kiffmeyer, Director of Educational Content for RLC, please contact Mark Ballard at 212-255-8455 or mark@rosengrouppr.com.

About Retirement Learning Center:

Delivering educational initiatives, content development services and ERISA consulting expertise, Retirement Learning Center (RLC) is the independent thought leader in the retirement and rollover space. RLC offers multi-dimensional, business-building solutions to the financial services industry, designed to help asset managers, broker dealers, financial advisors, and independent financial planners identify retirement sales opportunities, increase productivity, and grow revenue. With over 150 years of combined retirement industry experience among their consultants, RLC offers a depth and breadth of knowledge that is unsurpassed in the industry.

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