



## **BrightScope and John Scott to Host 2011 Phoenix 401(k) Evaluation Summit**

*Speakers to Include Leaders from BrightScope's Top Twenty 401(k) Plans  
from Phoenix-Based Companies*

**PHOENIX, AZ (PR WEB) March 7, 2011 --** BrightScope ([www.brightscope.com](http://www.brightscope.com)), the leading independent provider of retirement plan ratings, and John L. Scott, managing director of 401(k) Advisors – Arizona announced today an upcoming seminar for 401(k) plan sponsors and fiduciaries.

The Phoenix 401(k) Evaluation Summit will feature thought leaders and executives from BrightScope's prestigious Top 401(k) Plans from Phoenix-based companies including two of the Top 5 highest rated companies in the large plan category and one of the Top 15 in the mid-size plan category. Panelists will share success stories and provide additional implementation ready strategies to help sponsors maximize retirement plan success.

"We're pleased to highlight the companies with the best 401(k) plans in the Phoenix area, and we are looking forward to hearing directly from these leaders during the upcoming seminar," said Mike Alfred, CEO and co-founder of BrightScope. "Attendees will learn how top plan sponsors design and run their plans, and what they can do to improve their own plan's BrightScope Rating."

John Scott, an industry leader and Founding Lecturer of The Retirement Advisor University™ at UCLA Anderson School of Management Executive Education, wanted to host the seminar to give plan sponsors the latest information and best practices, but also the opportunity to hear from top companies, "We enjoy bringing together industry experts with executives from BrightScope's list. The insights these thought leaders provide is outstanding."

The event will be held on March 16, 2011 at 9:00 A.M. at the Ritz Carlton, Phoenix. Plan sponsors can **RSVP** here or contact Jon Freye with Xponential Growth Solutions 619-795-3920 or [jfrey@xgrowthsolutions.com](mailto:jfrey@xgrowthsolutions.com).

### About the BrightScope plan ratings

BrightScope's 401(k) plan Rating was developed by BrightScope, Inc. with the help of leading academics and independent 401(k) fiduciaries. Analyzing more than 200 individual data points, the BrightScope Rating algorithm can calculate a single numerical score for each 401(k) plan in the country. The data points examined cover broad categories such as total plan cost, company generosity and investment menu quality. BrightScope has rated more than 45,000 401(k) plans, spanning more than 30 million workers and over \$2 trillion in assets. Industry adoption on the BrightScope Rating will lead to more cost-effective plans, increased participation rates, higher employee satisfaction and better outcomes for the 60 million employees who depend on their 401(k) plan for retirement.

*About BrightScope ([www.brightscope.com](http://www.brightscope.com))*

BrightScope is committed to helping America's workforce retire in dignity. BrightScope is an independent data analytics firm that quantitatively rates 401(k) plans and gives employers, employees, and advisors tools to enhance plan performance and maximize retirement outlook. The BrightScope Rating™ developed in partnership with leading independent 401(k) fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines 401(k) plan quality at the company level. BrightScope- published ratings, rating definitions, criteria and methodologies are available on the company's public site, [www.brightscope.com](http://www.brightscope.com).

*About 401(k) Advisors – Arizona*

401(k) Advisors – Arizona is part of 401(k) Advisors, a qualified retirement plan consulting company whose services help protect plan fiduciaries from personal and corporate financial liability, while enhancing investment opportunities for plan participants. As fiduciaries, the 401(k) Advisors team maximizes retirement plan outcomes by increasing investment performance, reducing plan expenses, improving plan efficiency, and helping sponsors to meet ERISA compliance requirements.

For more information, please contact John Scott at [john@401kadvisorсарizona.com](mailto:john@401kadvisorсарizona.com) or (480) 663-0110.

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