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FOR IMMEDIATE RELEASE

Alliance Benefit Group Welcomes new Chief Financial Officer

Peoria, IL - May 2010 - The new Chief Financial Officer for Alliance Benefit Group of Illinois brings more than 20 years experience to help lead the company's new generation of financial oversight and strategic management.



As part of ABG's management team, Michael Price will take on the key role of expanding the traditional CFO finance and risk management functions to also helping set the strategic direction for our growing and progressive organization. Price brings an extensive finance and business management background with primary experience in the banking and financial services industry and more than 13 years serving in executive roles.

"In order to be truly successful in today's business climate, a CFO must be skilled beyond just the finance function and be proactive and involved in all aspects of the organization," Price said. "By working closely with both sales and operations, I can use my experience to help continue ABG's overall growth and optimize its profitability and capital strength."

Price has specific experience in employee benefits as well as in corporate finance, capital and treasury management, strategic planning, sales and marketing, operations, mergers & acquisitions and investor relations.

"The role of the CFO has evolved from just managing the financials to being a key stakeholder in a company's business strategy," said John Blossom, CEO of Alliance Benefit Group of Illinois. "We look for Mike to be very involved in our operation and play an instrumental role in our future growth."

Price is the second executive to have recently joined ABG's experienced leadership team. Earlier this year, Vice President Patrick Bearss was hired in a new position created to oversee expansion of direct services to plan sponsors and their participants. Bearss brings more than 30 years of finance, insurance and banking experience and expertise.

ABOUT ALLIANCE BENEFIT GROUP

Alliance Benefit Group of Illinois is one of the largest full service retirement plan providers in the country with clients in 40 states. Headquartered in Peoria, Ill., it provides recordkeeping, administration, and investment consulting and advisory services to retirement plans with a total of more than \$1.5 Billion of plan assets.

The Peoria-based firm is part of a national network of independently-owned retirement plan consulting, investment advisory, health and welfare consulting and benefits administration firms that operate as licensees of Alliance Benefit Group, LLC. Collectively, ABG serves retirement plans with a total of more than \$13 Billion in assets and nearly 400,000 plan participants.