



Marketing Communications Update — February 15, 2011

Overview of Communication Services

Great-West Retirement Services® develops and manages a comprehensive educational communication program for the City of Los Angeles Deferred Compensation Plan.

The primary goal of the program is to educate employees regarding all aspects of the Plan— including enrollment, retirement planning, investment education, investment performance and payout selection.

A custom, unique program design— PREMIERE — has been developed for the Plan that stimulates enrollment and facilitates participant education. The PREMIERE design is intended to spotlight the long-standing association between the City of Los Angeles and the local film industry. The PREMIERE design is applied throughout all communication materials.

2010 Completed Projects

Newsletters

Each quarter, a custom six-page newsletter containing pertinent education and Plan-specific articles, along with investment performance, is produced. The newsletter is included with participant statements and mailed quarterly.

- 3Q10
- 2Q10
- 1Q10
- 4Q09

Enrollment Materials

Designed to educate employees about retirement planning, available investment options, Plan features and costs, the following are updated and reproduced annually.

- Enrollment Guide— English & Spanish versions
- Plan Highlights— English & Spanish versions
- Enrollment Form
- Enrollment Form Survey Card
- Enrollment Presentation

2010 Completed Projects (continued)

Custom Fliers

These fliers cover topics such as general retirement education, Plan participation, asset allocation and diversification.

- \$25 Plan
- Profile Portfolios
- Loan Highlights

National Save for Retirement Week

To help promote National Save for Retirement Week, a flier announcing the importance of saving and participating in the Plan, along with meeting dates and times, was distributed and posted to the website.

- Flier
- Website news bulletin

Distributions

In order to help guide participants through the distribution process and explain their payout options, the following materials were developed.

- Distribution Options Brochure
- Distribution Form Instructions Flier
- Distributions Tab on www.cityofla457.com
- DROP Brochure
- DROP Presentation

Mailings

In June 2010, a letter was sent to approximately 1,500 participants who participate in the SDB informing them of the availability of two new optional investment advisory services.

- Self-Directed Brokerage

2011 Marketing Plan

Go Green Campaign

As part of the Plan evolving toward “greener” efficiencies in communications, a campaign encouraging an electronic push toward less paper will be developed and focus on:

- Online confirmations
- Online distributions
- Online enrollment
- Electronic statements

Roth 457 Campaign

The Plan will add the Roth component effective May 1. A comprehensive, engaging campaign will be developed to help participants understand the numerous differences between the Roth and traditional Plan. The following will be created:

- Brochure
- Poster
- Interactive web page
- Newsletter article

In addition, the following existing communication materials will need to be updated:

- Enrollment Form
- Plan Highlights
- Enrollment Presentation
- Distribution Form
- Distribution Guide

Asset Class Conversion Campaign

To effectively communicate the Plan’s investment option changes, easily understood materials will be developed as follows:

- Direct-mailer
- Fund overviews
- Fund performance
- Newsletter article
- Website bulletins
- Presentation