

**PRODUCTION COUNTDOWN CALENDAR  
ROTH COMMUNICATIONS**

**June 13, 2011**

7/1/2011

<b>DAYS REMAINING</b>	<b>DATE</b>	<b>ACTIVITY</b>	<b>STATUS</b>
77	4/15/2011	Finalize first draft of Primary Materials	Completed
70	4/22/2011	No later than this date, conduct focus group for Primary Materials	Completed
63	4/29/2011	Finalize and submit to Great-West for compliance review Primary Materials	Completed
63	4/29/2011	Finalize and submit to Great-West for compliance review Announcement Cover Letter & Group Meeting Schedule	Completed
56	5/6/2011	Great-West finalize Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms for compliance review	Completed
49	5/13/2011	Great-west finalize Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms for compliance review	Completed
45	5/17/2011	Great-West complete compliance review of Primary Materials	Completed
42	5/20/2011	Finalize Primary Materials	Completed
42	5/20/2011	Finalize Announcement Cover Letter & Group Meeting Schedule	Completed
42	5/20/2011	Great-West finalize Enrollment Guide, Distribution Guide & all other relevant guides for compliance review	Completed
42	5/20/2011	Place order for promotional materials for use at group meetings	Completed
28	6/3/2011	Great-West finalize Website pages for compliance review	Completed
14	6/17/2011	Draft announcement article for use in assorted City publications	Pending
14	6/17/2011	Draft Roth advertisement for use in assorted City publications	Pending
14	6/17/2011	Great-West complete compliance review of Plan website pages.	Pending
7	6/24/2011	Issue Special Mailing to Plan participants (cover letter + Primary Materials) announcing Roth introduction	Pending
7	6/24/2011	Finalize Roth newsletter article for Q2 newsletter	Pending
7	6/24/2011	Receive delivery of promotional materials for use at group meetings	Pending
7	6/24/2011	Get final approval for Inside LA	Pending
1	6/30/2011	Great-West complete Plan website prototype for transaction changes.	Pending
1	6/30/2011	Participants Receive Roth special mailing	Pending
1	6/30/2011	Finalize Citywide email announcing Roth savings option	Pending
1	6/30/2011	Great-west complete compliance review of Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms	Completed
1	6/30/2011	Great-west complete compliance review of Enrollment Guide, Distribution Guide & all other relevant guides.	Completed
0	7/1/2011	Issue Citywide email announcing Roth savings option	Pending
0	7/1/2011	Post Roth Intro Article on InsideLA website	Pending
0	7/1/2011	Go live w/Roth contributions	Pending
-21	7/22/2011	Mail Q2 newsletter	Pending
-91	9/30/2011	Measure number of participants electing Roth contributions	Pending