



Wisconsin Deferred Compensation

Reality Investing[®] Advisory Services Managed Account Service

October 2010



Wisconsin Deferred Compensation Program

Participants Are Not Participating

Lack of diversification

- Participants use 4.2 investments on average
- They make few, if any, allocation changes
- Generally, they don't transfer among investment options

Misunderstanding of investment options

- Many misuse profile type funds
- Participants take the "buy and hold" theory to extremes

Inappropriate fund selection

- The majority of participants remain in default or mapped funds
- The primary source of investment advice is coworkers

Source: Corporate Executive Board, Retirement Services Roundtable 2006.

Diversification of an investment portfolio does not assure a profit and does not protect against loss in declining markets.

WDC Wisconsin Deferred Compensation Program

Different Personalities and Profiles Require Different Services

Personality Types*	Investor Profile	Investment Services
Do-It-Myself Investor SM (20%)	<ul style="list-style-type: none"> • Confident and knowledgeable investor • Proactive 	<ul style="list-style-type: none"> • Online tools • Prospectuses • Performance Histories** • Fund fact sheets
Help-Me-Do-It Investor SM (20%)	<ul style="list-style-type: none"> • Needs limited assistance and education • Validation 	<ul style="list-style-type: none"> • Online Investment Guidance and/or Online Investment Advice
Do-It-For-Me Investor SM (50%)	<ul style="list-style-type: none"> • Lacks time, interest, confidence or knowledge of investing • Desires qualified financial expert 	<ul style="list-style-type: none"> • Managed Account Service

* The remaining 10% of personality types choose to do nothing.
 ** Past performance is not a guarantee or prediction of future results.
 Adapted from "Meeting the Financial Planning Needs of a Diverse and Paradoxical 401(k) Population," Lori Lucas, *Benefits Quarterly*, Fourth Quarter 2002.

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Advisory Services Summary

Investment Role	Online Investment Guidance	Online Investment Advice	Managed Account
Pick Investment Options	You	Advised Assets Group, LLC	Advised Assets Group, LLC
Implement Picks	You	You	Advised Assets Group, LLC
Confirm Action	You	You	Advised Assets Group, LLC
Update Account	You	You	Advised Assets Group, LLC
Progress Report Card	You Prepare	You Prepare	Advised Assets Group, LLC Prepares

Access to KeyTalk® and the Web site may be limited or unavailable during periods of peak demand, market volatility, systems upgrades/maintenance or other reasons.

WDC Wisconsin Deferred Compensation Program

What is a Managed Account?

Who does it?

- Advised Assets Group (AAG) in partnership with Ibbotson Associates

How does it work?

- Determines what the participant has today
- Determines what the participant will need
- Determines an individualized strategy
 - » Investment allocation
 - » Savings rate
 - » Retirement age

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The Managed Account Process

1. Help me pick my investments

The Welcome Kit

- Clarifies participant goals
- Assesses where the participant is today
- Gets the ball rolling

Joe Participant
123 Main Street
Anywhere, TN 99999

Prepared On: 01/01/2010

Making the Most of Your Plan Name Retirement Plan Managed Account

Dear Joe Participant:

Congratulations! Your Plan Name Retirement Plan Managed Account is now active, and you're on the road to a smarter retirement. GreatWest Retirement Services and Advised Assets Group, LLC (AAG), a wholly owned subsidiary of GreatWest Life & Annuity Insurance Company and registered investment advisor, work together to deliver to you the Managed Account advisory service, which includes assembling your custom portfolio, monitoring your account, and making adjustments to keep you on track to your goals. Throughout the year AAG has been monitoring, rebalancing and reallocating your portfolio based on your personal circumstances and retirement goals.

However, you still play a vital role in keeping your retirement plans on course. Your Managed Account works best when you stay informed of your account status and engaged with the process. This Welcome Kit – and the Annual Review you'll receive each year – will show your progress and point out any decisions you'll need to make. We call these decisions your "Retirement Planning To-Do List."

Your Annual Retirement Planning To-Do List

- 1 Review your Annual Income Projection.**
Are your retirement plans on track? We have included signs and sheets on the following pages to check you included will be recommendations on changes you could make that may help you reach your retirement goal.
- 2 Review your Savings Strategy.**
You may need to save the amount you set aside from each paycheck in order to reach your retirement goal.
- 3 Update Your Personal Financial Profile.**
The more you tell us about your finances, the better our recommendations. Please complete and return your Personal Financial Profile form using the enclosed prepaid envelope.

Watch for the Signs...

The Managed Account Process (con't)

2. Keep me on track for the retirement I want

The Quarterly Account Review

- Looks at the impact of recent trends on chosen investment options
- Adjusts, reallocates, and rebalances* the account to the assigned model portfolio, if necessary
- Participant receives transaction confirmation on changes made to his/her account

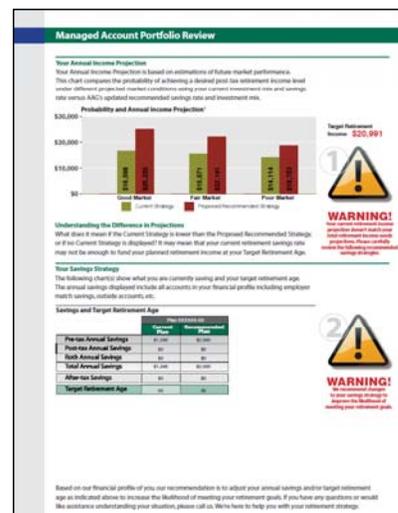
* Rebalancing does not assure a profit and does not protect against loss in declining markets. Investors should consider their financial ability to continue a rebalancing plan during periods of fluctuating price levels.

The Managed Account Process (con't)

3. Keep me informed

The Annual Review

- Looks at the “big picture” to see how the participant’s life has changed
- Reviews account progress in working toward participant goals
- Offers the participant the chance to make adjustments and provide additional outside account information (pension, IRA, spousal information, etc.)
- Adjusts, reallocates and rebalances the account, if necessary





Getting to Know You

Help Advised Asset Group - LLC Personalize Your Retirement Planning Strategy

- Personalize your account form
- Included in Welcome Kit and Annual Kit
- Please provide as much information as possible about yourself and your financial situation
- It helps personalize your retirement planning strategy
- Advised Assets Group, LLC uses the information for analysis of your WDC account only
- How and where you've invested your other assets doesn't change
- Advised Assets Group, LLC selections or recommendations only apply to your WDC account
- Information can also be provided/updated online



Advisory Services Fees

	Online Guidance	Online Advice	Managed Account
Quarterly Cost	No charge	\$6.25	<\$100k = 0.150%
			Next \$150k = 0.125%
			Next \$150k = 0.100%
			Over \$400k = 0.075%*
Examples			
\$10,000 Account	No charge	\$6.25	\$15*
\$20,000 Account	No charge	\$6.25	\$30*

*Fee scales for larger account balances.

There is no guarantee that participation in the Reality Investing® Advisory Services will result in a profit or that your account will outperform a self-managed portfolio.



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Thank You For Watching

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