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BrightScope Executives to Speak at Three Top Financial and Information Industry Conferences This October

Co-Founders Will Share Insights on the Company and Industry Trends

SAN DIEGO, Calif. (October 1, 2013) – BrightScope (www.brightscope.com), a leading provider of independent financial information and investment research, today announced that its co-founders will be speaking at three top financial and information industry conferences this month. Details regarding these events are as follows:

Money 2020 – October 6-10 – Aria Hotel and Casino, Las Vegas, NV

Mike Alfred, BrightScope Co-Founder and CEO, will be moderating a panel on Monday, October 6 at 2:05 p.m. PST titled “Power Panel – The Future of Investment Management”. George Gatch, CEO of J.P. Morgan Funds, and Robert L. Reynolds, President and CEO of Putnam Investments, will also be participating in the talk.

Tiburon CEO Summit – October 8-9 – Ritz Carlton Hotel, San Francisco, CA

Mike Alfred will be moderating the “The Future of Online Advice” panel on Tuesday, October 8 at 11:00 a.m. PST. Hardeep Walia, CEO of Motif Investing; Ric Edelman, CEO of The Edelman Financial Group; Simon Roy, President of Jemstep, will also be participating in the talk.

Additionally, Ryan Alfred, BrightScope Co-Founder and President, will participate in the “BOS Option I: The Future of the Retirement Market” panel that takes place on Tuesday, October 8 at 12:15 p.m. PST. Ed Forst, CEO of Lincoln Investment Planning; Jeff Maggioncalda, CEO of Financial Engines; and Greg Tschider, CEO of Verisight, will also be participating in the panel. Skip Schweiss, President of TD Ameritrade Trust Company, will moderate.

DataContent13 – October 15-17 – Hyatt Regency, Philadelphia, PA

Mike Alfred will participate in the “Models of Excellence: Excellence Revisited” panel on Wednesday, October 16 at 4:00 p.m. EST. Other panelists include Chris Golec, Founder and CEO of Demandbase, and Mark Leher, COO of Wand, Inc. Scott Taylor, Managing Director of InfoCommerce Group will moderate.

Mike and Ryan Alfred will be available to meet with interested media at all three events. For more information on the executive team or to schedule a one-on-one meeting, please email

BrightScope@atomicpr.com.

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About BrightScope

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for nearly 50,000 retirement plans as well as rating definitions, criteria and methodologies, and information on nearly 600,000 financial advisors and nearly 40,000 advisory firms are available for free at www.brightscope.com.