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BrightScope and Target Date Analytics Release Groundbreaking Target Date Fund Study

Popping the Hood, IV Contains a Comprehensive Review of Major Target Date Fund Families

SAN DIEGO, Calif. (October 18, 2011) – BrightScope (www.brightscope.com), a leading provider of independent financial information and investment research, together with Target Date Analytics, (www.ontargetindex.com), the leading independent provider of analysis, theory, and benchmarking of target date funds, today announced the release of *Popping the Hood, IV*. The newest study in the popular Popping the Hood series provides a detailed analysis of Target Date Funds (TDFs) and fund families, making it the most comprehensive source of information available in the TDF marketplace.

“This study is absolutely critical for asset managers who are looking to distribute their funds as well as plan sponsors who need to make better decisions on which funds to include on their menus,” said Brooks Herman, Head of Research for BrightScope. “Currently, there is no other research report in the market that offers such an in-depth perspective on Target Date Funds and fund families.”

As Target Date Fund assets continue to grow as a percentage of total Defined Contribution assets, BrightScope and Target Date Analytics’ data and research have become increasingly sought after in the marketplace.

“We’re pleased to issue the *Popping the Hood, IV* study with updated 2010 data on strategy, fees, risk, performance, and company data,” said Joseph C. Nagengast, Principal, Target Date Analytics. “This study is designed to provide valuable insight and analysis of a company’s target date funds compared to its peers.”

This comprehensive report includes 48 fund series, 40 distinct target date companies, and 400 distinct Target Date Funds. Each fund family is evaluated in five major categories, resulting in an Overall Score and Ranking. The five major categories are Company/Organization, Strategy, Performance, Risk and Fees.

Popping the Hood, IV highlights the best target date fund families, including American Century Investments. Its successful LIVESTRONG Portfolios are the top rated target date series in the study.

“We’re honored to be recognized as one of the top target date fund managers in the new *Popping the Hood, IV* study by Target Date Analytics and BrightScope,” said American Century Investments’ Rich Weiss, senior vice president and senior portfolio manager. “We believe the LIVESTRONG Portfolios offer a robust glidepath, effective diversification and disciplined active management, which are key to helping investors achieve their long-term retirement goals.”

The stand-alone price for the report is \$1200. For asset managers who want a distribution license, the cost is \$20,000. To inquire about a copy, email poppingthehood@brightscope.com, or call 858.433.6534. For more information please visit www.brightscope.com or www.ontargetindex.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 more than 46,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 450,000 financial advisors are available for free at www.brightscope.com.

About Target Date Analytics, LLC

The leading independent source of in depth information about target date theory, design and analysis, Target Date Analytics LLC (“TDA”), (www.ontargetindex.com), specializes in target date indexes for reporting clarity and glidepath licensing. TDA created and maintains the BrightScope On Target Indexes, the OTI. TDA is the home of “Popping the Hood,” a recurring and comprehensive analysis of target date fund families. TDA also consults plan sponsors, advisors and fund companies on glide path design and allocation, and assists with the creation of custom target date solutions.