BRIGHTSCOPE LAUNCHES 401K PLAN MANAGEMENT DASHBOARD TO SHED LIGHT INTO THE FUTURE OF AMERICAN RETIREMENT

Groundbreaking Web Application for Plan Sponsors and Their Advisors Aims to Improve 401k Performance for Small to Large Companies

SAN DIEGO, CA, July 29, 2009 — BrightScope (www.brightscope.com), a 401k ratings and analytics firm, today announced the launch of its Plan Management Dashboard, a new groundbreaking Web application for 401k decision makers at companies of every size, from small businesses to the Fortune 100. The Plan Management Dashboard benchmarks a plan's BrightScope Rating[™] and all six component Ratings against a group of similar companies, views and verifies the underlying data and calculations, and allows for direct plan to plan comparisons – an industry first in an otherwise opaque 401k marketplace. The Plan Management Dashboard uses real data, from real plans – not survey data or other less precise methods.

"The BrightScope Rating[™] creates a way for employees, reporters and others to understand the true value of this important benefit to our employees," said George Keagle, Director of Benefits Planning for Lockheed Martin. "Lockheed Martin Corporation is focused on providing our employees with competitive benefits, of which the 401k plan is one of the primary elements. We regularly employ tools such as the BrightScope Rating[™] to benchmark our benefit plans to those of other employers and to help us achieve our business objectives."

In an effort to deliver transparency The Plan Management Dashboard releases Form 5500 data on its public disclosure Web site to highlight pension plans' required annual reports that document their financial condition, investments and operations. Often convoluted and hard to access, the Form 5500 data has been integrated into BrightScope's primary site navigation bar. Compiled in a simple, clean layout and in one centralized location, the Form is easy to navigate. With the dashboard, those directly responsible for managing 401k plans also see a myriad of other data that fills in what doesn't exist on the Form 5500 – including fees, investment information and more.

"More than 60 million Americans may not be able to retire as early as they thought because they misunderstood how much they needed to invest in their 401k, didn't understand the risks they were taking, paid more fees than they thought, or otherwise got lost in the complexity of the system," said Mike Alfred, CEO and co-founder of BrightScope. "With BrightScope's Plan Management Dashboard, key decision makers will be able to see real data, from real plans, qualified with real analysis to see how well their plan is performing and how to make it more robust."

BrightScope obtains its data directly, either from plan sponsors, or from publicly available sources ranging from The United States Department of Labor (DOL) to the Securities and Exchange Commission (SEC). Additionally, BrightScope receives investment data from Xignite. The company is aligned with plan sponsors, operating in a transparent manner to avoid any conflicts that could jeopardize its ability to give clients unbiased information. BrightScope is the only truly independent 401k analytics service and does not accept compensation in the form of revenue sharing from mutual fund companies or plan providers.

BrightScope has rated 4,000 401k plans, spanning 20 million workers and \$1.2 trillion in assets. The BrightScope Rating for small plans with assets of \$50,000 to large plans with more than \$30 billion, and can be found at its public disclosure Web site: <u>www.BrightScope.com</u>. The company is working to rate more than 30,000 plans by the end of 2009.

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About BrightScope

BrightScope is committed to helping America's workforce retire in dignity. BrightScope is an independent data analytics firm that quantitatively rates 401k plans and gives employers, employees, and brokers tools to enhance plan performance and maximize retirement outlook. 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 401k plan quality at the company level. BrightScope published ratings, rating definitions, criteria and methodologies are available on the agency's public site, www.brightscope.com.