

Federal Pension Policy Reform

On behalf of Connecticut Mutual Life (MassMutual), we placed articles in *The Wall Street Journal*, *Barron's* and P&I that shed light on the negative consequences of asset reversion and the trend away from Defined Benefit Pension Plans to Defined Contribution Plans such as the 401(k). As part of this effort, we worked with Undersecretary of Labor Robert A. Monks and arranged for Connecticut Mutual to testify on ERISA reform before the US House of Representatives Committee on Aging.

Foreign Exchange

Representing FCM360, we placed articles in *The Wall Street Journal*, *Barron's* and *eForex Magazine* on the emerging collocation and hosting requirements for brokers and traders engaged in high-speed, low-latency foreign exchange trading. As part of this effort we also develop white papers and articles for FCM360's Content Management Program.

Institutional Investment in Agriculture and Commercial Farmland

We promoted UBS AgriVest, an institutional investment advisor specializing in farmland, through an effort that included coverage by *P&I*, *The Wall Street Journal*, CNN and *BusinessWeek*. Our campaign attracted the attention of Batterymarch Investments, which resulted in the creation of Batterymarch/AgriVest Company which was eventually acquired by UBS.

Institutional Investment Management

We established the Trust Universe Comparison Service as a national resource for accurate data on pension management performance by arranging news conferences on the health of the American pension system, resulting in article coverage in *The Wall Street Journal*, *P&I*, *Forbes* and *Barron's*.

Retail Financial Services and Wealth Management

Clients we served include **Legacy Financial Advisors**, **Wellesley Investment Advisors** and **Atlantic Financial, Inc.**

Our efforts generated coverage by professional publications as well as by CNBC, AP, WCVB-TV in Boston and NECN.

We produced articles on wealth building and preservation, family business succession, defined benefit plans for professionals, e-commerce privacy, stock options, and divorce and the family business for Wilmington Trust Company.

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