



## PENTEGRA RETIREMENT SERVICES UNVEILS NEW LOGO AS PART OF 70<sup>TH</sup> ANNIVERSARY

White Plains, New York, July 17, 2013 – Today, as part of its 70<sup>th</sup> Anniversary celebration, Pentegra Retirement Services unveiled its new logo. [View new logo, and company logo history here.](#)

Pentegra is one of the most experienced Multiple Employer Plan providers in the nation, sponsoring two of the largest multiple employer plans in the U.S. The company built its legacy serving as a retirement plan fiduciary, and focusing on retirement plan solutions exclusively.

According to Rich Rausser, Senior Vice President of Client Services for Pentegra, "Our 70<sup>th</sup> anniversary milestone, along with the addition of two new entities over the past two years – Advanced Pension Solutions (December 2012) and Alliance Benefit Group Carolinas (February 2011) – provided an opportunity to review the organization's branding and design a strong logo that tied our three groups together. The three bars to the left of our company name in the new logo are a modern interpretation of a traditional column or pillar, signifying our financial strength, integrity and fiduciary heritage. The columns are forward facing, which is intended to evoke our forward thinking and independent approach."

"We chose blue tones, which are indicative of trust and comfort. Research shows that blue is calming, and also can convey loyalty, authority and stability—all words that communicate what our brand represents," Rausser explains.

Pentegra was founded in 1943 by the Federal Home Loan Bank System to offer a retirement program for its employees. While the company still serves financial institutions nationwide, it now manages more than 3,500 retirement plans with over \$7.5 billion in retirement plan assets with clients that include corporations, financial institutions, and non-profit organizations, as well as the advisors who serve them.

### **Pentegra Time Line:**

- 1943: Company is founded by the Federal Home Loan Bank System to administer a defined benefit pension trust for employees of the Federal Home Loan Bank System called the Savings Associations Retirement Fund.
- 1970: A companion program, the Savings Institutions Thrift Plan, was created to provide 401(k) and savings plan products and services.
- 1974: Company moves offices from New York City to White Plains, New York.
- 1982: Multiple Employer Plans became known as the Financial Institutions Retirement Fund ("FIRF") and the Financial Institutions Thrift Plan ("FITP").

- 1993: The organization embarks on a name change, creating a new, communicative name, the "Pentegra Group." In addition, Pentegra Services, Inc. is established, adding new products that were restricted from being offered through "FIRF" and "FITP", as well as making its programs available to the entire marketplace, not just financial institutions. The name Pentegra was derived from the words pension + integrity.
- 2004: Pentegra's identity continues to evolve, as the company makes its focus clear to the marketplace with the introduction of the name "Pentegra Retirement Services."
- 2008: The acquisition of the subsidiaries of RSGroup further broadens Pentegra's capabilities and resources, adding regional depth as well as trust and insurance products, including BOLI, and registered investment advisory and broker dealer capabilities.
- 2011: Pentegra acquires Alliance Benefit Group-Carolinas, a full-service third party retirement plan administration and recordkeeping firm with principal offices in Charlotte, North Carolina and Greenville, South Carolina.
- 2012: The company acquires Advanced Pension Solutions, Inc., a full-service third party retirement plan administration firm with a principal office in Columbus, Ohio.
- 2013: Pentegra celebrates its 70<sup>th</sup> anniversary in July. A new logo is launched.

Pentegra offers a full range of retirement programs, including 401(k) plans, Defined Benefit Pension plans, Cash Balance plans, 412(e)(3) Fully Insured Defined Benefit plans, Split Funded Defined Benefit plans, KSOPs, ESOPs, Profit Sharing plans, Age-Weighted plans, New Comparability plans, 457(b) and 457(f) plans, 403(b) plans, 401(a) plans, Section 79 plans, 701.19 plans, Non-qualified Executive Benefit and Director plans, benefits financing solutions using BOLI and a broad array of TPA services.

For more information, go to [www.pentegra.com](http://www.pentegra.com) or visit Pentegra on Facebook.

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