



**FOR IMMEDIATE RELEASE**

**GREAT-WEST RETIREMENT SERVICES® APPOINTS  
TANYA RINEBARGER COMMUNICATIONS CONSULTANT**

GREENWOOD VILLAGE, Colo., Jan 21, 2010 – Great-West Retirement Services has appointed Tanya Rinebarger as communications consultant for its 401(k) business, it was announced today by Bill Harmon, vice president of 401(k) sales. Rinebarger, based out of the metro-Denver home office, is responsible for developing 401(k) sales and marketing materials for plan sponsors, brokers, third-party administrators and bank distributors.

“I am happy to welcome Tanya to the Great-West Retirement Services team,” said Harmon. “Her extensive retirement plan knowledge, combined with her talent for generating strategic marketing solutions, will help our overall ability to deliver effective sales and marketing materials to the corporate 401(k) market.”

Rinebarger joins Great-West Retirement Services from Transamerica Capital, Inc., where she served as the assistant vice president of marketing for their annuity and insurance business. Prior to Transamerica Capital, Inc., she was a communications and marketing manager for Guaranty Associates, Inc., responsible for implementation of marketing strategies, including product launches, for all product lines of the company.

She attended Trinity University where she received a bachelor’s degree in Communications Management. Rinebarger also has a master’s degree in Sports Management from Georgia Southern University.

**About Great-West Retirement Services**

Great-West Retirement Services, a business unit of Great-West Life & Annuity Insurance Company, is the fourth-largest retirement plan record keeper in the United States, based on total participants at year-end 2008, according to a ranking by Spectrem Group. In all, Great-West Retirement Services provides 401(k), 401(a), 403(b) and 457 retirement plan services to more than 22,000 plans representing nearly 4.2 million participants and \$116 billion in assets at Sept. 30, 2009.

Great-West Life & Annuity Insurance Company, headquartered in metro Denver, serves its customers through a range of group retirement savings products and services, individual life insurance and annuities, and business-owned life insurance. It is an indirect, wholly owned subsidiary of Great-West Lifeco Inc. and a member of the Power Financial Corporation Group of Companies™.

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