



FOR IMMEDIATE RELEASE

**GREAT-WEST RETIREMENT SERVICES® ADDS SIX MORE SALES STAFF
IN STEP TO FURTHER SUPPORT ITS ADVISER AND TPA CHANNELS**

GREENWOOD VILLAGE, Colo., Jan. 12, 2010 — Great-West Retirement Services has hired six more internal wholesalers to further enhance the support it provides its external sales force and their financial adviser and third-party administrator (TPA) distributors. These six individuals join the eight internal wholesaler new hires announced last August. With the recent additions, the internal wholesaler team now totals 25 people, and the external to internal wholesaler ratio remains at 2:1 – down from 3:1 in early 2009.

“A broad internal wholesaler team enables us to provide increased service and support to both our sales force and their distributors,” said Bill Harmon, vice president of 401(k) sales. “Our sales success is dependent upon the satisfaction of our financial adviser and TPA colleagues, so providing them excellent service to complement our competitive products is very important.”

Great-West Retirement Services assigns each internal wholesaler to a regional sales director. Internal wholesalers then support their respective sales director in cultivating relationships with financial advisers and TPAs. “We continue to benefit from this structure – with small- to mid-market prospects up more than 37 percent Q3 2009 over the same quarter in 2008,” Harmon said.

The new internal wholesalers are:

Lisa Baca – New Jersey	Jackson Petefish – Alabama, Georgia, Tennessee
Ron Grieve – Florida, Indiana, Mississippi	Marc Rowe – Arkansas, Oklahoma, Southern California
Sarah Melius – Florida, Georgia, South Carolina	Amy Ungles – Iowa, Minnesota

Great-West Retirement Services began expanding its internal wholesaler team last spring. As its external sales team increases, it will continue to hire internal wholesalers to maintain its 2:1 ratio. These six new hires were recruited from internal talent and from competing retirement providers.

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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