

Penbridge Advisors Founded to Provide Pension Risk Transfer Data and Advice

New Company Supports Cost/Benefit Evaluation of Removing Pension Liabilities

[STAMFORD, CT, January 29, 2013] Effective immediately, newly-formed Penbridge Advisors, LLC (<http://www.penbridgeadvisors.com/>), is prepared to provide pension plans with unbiased information and advisory services on the US pension risk transfer (PRT) market and products. In addition to working with plan sponsors directly, Penbridge expects to form functional partnerships with select pension advisors and service providers that seek to incorporate PRT analysis into existing offerings.

PRT is the process of contractually transferring a defined benefit plan's risks from a corporate plan sponsor to an insurance company. Penbridge was founded to provide plan sponsors and their advisors access to information and expertise to ensure that PRT is fully understood and fairly considered as a pension de-risking choice.

Co-founded by Steve Keating and Robert Goldbloom, Penbridge provides pension plans with free access to the industry's only database (<http://www.penbridgeadvisors.com/join/>) covering PRT products and providers. The firm possesses the expertise to compare the financial implications of plan termination versus plan maintenance, and to inform the process and timing of potential PRT transactions.

The PRT database was originally developed by Mr. Keating under CAMRADATA Analytical Services. Punter Southall Group, the UK-based actuarial and investment consultancy that owns CAMRADATA, will retain a non-managing, minority stake in Penbridge.

According to Keating, "The need for PRT information and advice is greater than ever in light of recent accounting and funding rule changes affecting DB pension plans, as well as the recent PRT transactions of unprecedented size announced by General Motors and Verizon."

"Until now, it has been difficult for US plan sponsors to obtain unbiased, expert advice about PRT," said Goldbloom. "Understanding how insurance companies price DB plan liabilities is crucial to help a plan sponsor decide whether to terminate a plan and when to buy annuities."

"As an independent company, Penbridge now has new dimensions in which to grow," said Steve Butler, Managing Director of CAMRADATA.

About Steve Keating

Steve Keating was the head of the Pension Solutions Group at Lazard prior to joining CAMRADATA and co-founding Penbridge. He founded the industry's first pension risk transfer (PRT) database. For fifteen years, he has advised major corporations in the US and UK on pension governance, investment strategy, risk budgeting and integrating pension plans into corporate finance strategy.

About Robert Goldbloom

Robert Goldbloom served as Senior Vice President at AIG American General with overall responsibility for the US Pensions Department for nearly 20 years. He developed a number of group annuity products, managed asset liability risk, and oversaw the pricing and underwriting of well over 1,000 diverse DB pension plans.

About Penbridge Advisors

Penbridge Advisors provides specialist advice and manages a proprietary database focused on the Pension Risk Transfer (PRT) market for US defined benefit pension plans. Penbridge's PRT database is the first and only database dedicated to providing robust information about the US PRT market, products and insurance providers. The database, which is free of charge, is currently used by approximately 300 plan sponsors and advisory firms.

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About CAMRADATA

CAMRADATA provides clear and independent institutional investment analysis. CAMRADATA enables pension funds, insurance companies and consultants to conduct rigorous, evidence-based assessments of more than 5,000 investment products offered by over 700 asset managers. CAMRADATA assesses the sustainability of investment portfolios, drawing on a wide range of environmental, social and governance indicators and data from thousands of global companies. Reports can be customized to improve and enhance the investment decision-making process.

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