



FOR IMMEDIATE RELEASE

NAVA and the Financial Services Institute Partner to Automate Electronic Annuity Sales for Independent Broker-Dealer Distribution Market

Strategic Alliance to Establish Channel-Specific Criteria to Extend NAVA's Industry-Backed STP Initiative to Independent Broker-Dealers

Reston, VA, and Atlanta, GA – [July 23, 2007] – NAVA, Inc., the Association for Insured Retirement Solutions, and the Financial Services Institute (FSI), an advocacy and membership organization for independent broker-dealers and independent financial advisors, today announced a strategic alliance to extend NAVA's Straight-Through Processing (STP) Initiative to the independent annuity distribution channel.

STP is an industry-backed initiative that has established a comprehensive set of standards for managing new annuity business electronically that benefits consumers, insurers, distributors, and regulators. The NAVA/FSI alliance further strengthens the STP goal of creating a universal environment for the simple, transparent, compliant, flexible, and cost-effective sale and administration of annuities.

“Independent broker-dealers and financial advisors play an important role in helping millions of Americans effectively plan for and achieve their retirement goals,” said Dale E. Brown, CAE, president & CEO of FSI. “STP will help the independent channel effectively deliver suitable annuity products to clients by establishing an automated electronic sales process that is straightforward, efficient and accurate. It will also help ease the burden of an increasingly cumbersome regulatory environment, which is a key challenge facing our members today.”

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FSI members include 110 broker-dealer member firms with more than 130,000 independent registered representatives. They account for more than 36% of all annuity sales.

NAVA and the FSI will work together to augment the STP standards by obtaining comment and input from independent broker-dealers and their affiliated financial advisors. Additional objectives include prioritizing a phased implementation plan and working with members to facilitate an implementation approach that will allow for broad STP adoption among FSI members.

FSI joins the Securities Industry and Financial Markets Association (SIFMA, formerly SIA) and the American Council of Life Insurers (ACLI) in support of NAVA's STP initiative. Each organization is committed to establishing a simplified process for selling annuities, encouraging the participation of other trade groups in the STP initiative, and helping to secure broad industry and regulatory acceptance of the STP standards.

“The continued progress and effective industry implementation of STP depends upon the standardization of critical annuity business processes across and within all annuity distribution channels,” said Mark Mackey, president & CEO of NAVA. “STP is not a ‘one-size-fits-all’ approach. Therefore, it is critically important for NAVA to work closely with the FSI to identify a channel-specific STP implementation strategy to meet the unique needs of independent distributors.”

The NAVA STP standards were approved by the STP Executive Council, a coalition of representatives from more than 30 leading insurance companies and distributors from the NAVA membership. There are 24 sets of STP standards, which address a number of key areas, including suitability, electronic forms, privacy, and records management. In agreeing with these uniform processes and procedures, the industry intends to establish a means of delivering clearer information about annuities to better inform consumers.

Consumers electing to do business electronically will benefit from the increased level of service, ease of access, and faster transaction time offered through an STP-compliant process.

The STP Initiative covers all types of annuities – deferred and immediate; qualified and non-qualified; and variable, fixed, and indexed annuities. In addition, the STP standards are technology and vendor neutral. Most of the required electronic processing technologies already exist – from electronic order entry to e-signature capabilities – and numerous vendors are currently providing partially automated solutions.

About The Financial Services Institute (FSI)

FSI was formed in January 2004 as an advocacy and membership organization for independent broker-dealers and independent financial advisors. FSI advocates on behalf of its members by providing insight, information, influence, and involvement – all in support of the mission to provide visibility, credibility, and an improved regulatory environment for the independent channel. FSI's strategy is to help its members get involved in the NASD governance structure and process, engage in the rulemaking process constructively and selectively, and build its political strength through the grassroots power and resources of its members. Visit www.financialservices.org for more information.

About NAVA

NAVA, Inc., the Association for Insured Retirement Solutions, is a non-profit trade association located in suburban Washington, D.C. NAVA provides a variety of services to the industry including educational forums, research, and conferences aimed at furthering the development and understanding of fixed and variable annuities, income annuities, and variable life insurance. NAVA also maintains and supports an educational website for consumers at www.RetireOnYourTerms.com.

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For further information contact:

Kathleen Driscoll McKee, NAVA, (www.navanet.org), (703) 707-8830 ext. 17 or kmckee@navanet.org

George Millington, Walt & Company (www.walt.com), (408) 369-7200, ext. 2974 or NAVA@walt.com

David T. Bellaire, Esq., General Counsel & Director of Government Relations, Financial Services Institute (www.financialservices.org), (770) 980-8488 or david.bellaire@financialservices.org