



Press Release

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FOR IMMEDIATE RELEASE
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Thrive[®] Launches Revolutionary Retirement Income Solution

New system helps financial advisors win retirement assets and rescue their clients' retirement plans

BOSTON, MA – MAY 28, 2009: Thrive[®] Income Distribution System, LLC, in partnership with the Retirement Income Solutions Enterprise[®] (RISE), has launched a turn-key planning and selling system designed to help advisors grow a profitable retirement income advice practice. Equally as important, Thrive[®]'s complete system helps advisors rescue the retirement aspirations of clients and prospects faced with significant portfolio losses.

The centerpiece of the Thrive[®] selling system is an easy-to-use, web-based platform that allows advisors to craft a customized plan using simple, time-tested insurance products from their choice of providers. Thrive[®] also provides advisors with a full suite of resources for prospecting, developing, and selling retirement income solutions. Clients benefit from the Thrive[®] solution, which provides tax-efficient guaranteed income to meet their inflation-adjusted income needs. Their remaining retirement assets can grow without the adverse effect of withdrawals that can exacerbate the impact of the portfolio return sequence.

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According to Garth Bernard, Thrive® President, “The recent stock market correction has revealed gaping holes in the conventional approaches to retirement income solutions.” The Thrive® Income Distribution System can help advisors address these issues by showing them a way to balance guarantees and growth, according to Bernard.

The Thrive® selling system is being rolled out at a major US-wide marketing organization on June 1, 2009, and will be introduced nationally concurrent with the upcoming Million Dollar Round Table Annual Meeting, June 6 – 11, 2009, in Indianapolis, IN.

About Thrive®

Thrive® was invented by a successful “Top of the Table” Million Dollar Round Table financial advisor, Curtis Cloke, CEO and Founder of Thrive® Income Distribution System. It is designed to help clients achieve three critical goals for their retirement solution: inflation-adjusted guaranteed income, high internal rates of return, and tax-efficiency. Clients have the opportunity to effectively use their retirement assets for both guaranteed income and asset growth. For further information visit www.thriveincome.com or call Garth Bernard at 617-418-3036.

About RISE®

RISE® (www.theriseenterprise.com) provides financial institutions, advisors, and consumers with engaging resources and innovative tools to optimally manage the financial risks of retirement. For media questions or to schedule a demonstration please contact R.H. “Rick” Carey, Principal at 770-518-8606.

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