



CAFARO
GREENLEAF

NEWS RELEASE

February 1, 2011

Advisors to
Retirement Plan
Sponsors,
Nationwide

FOR IMMEDIATE RELEASE

Contact:

Wayne K. Greenleaf Jr.
Phone: (800) 401-4830
E-Mail: wgreenleaf@cafargreenleaf.com

Area Firm Receives National Industry Recognition

(Red Bank, NJ) – Cafaro Greenleaf, an industry leading and award winning advisory firm to corporate and institutional retirement plans, was named among the “**2010 Top 100 Retirement Plan Advisers**” by PLANADVISER™ magazine, published in January 2011 by Asset International, Inc. PLANADVISOR™ is the foremost publication in the industry, targeting employment executives charged with providing income and benefits to retirees through investment. Cafaro Greenleaf was named to PLANADVISER's *Top 100 Advisers and Adviser Teams for retirement plans in the United States*. The primary members of the firm's team include: Jamie Greenleaf, Dorann Cafaro, and John Peters. Serving organizations in New Jersey, metro New York and nationally, Cafaro Greenleaf provides extensive retirement plan, co-fiduciary, registered advisory, and executive benefits consulting services.

Potential adviser nominees were selected from entries for the 2011 PLANSPONSOR Retirement Plan Adviser and Adviser Team of the Year awards. Nominations were solicited online from retirement plan advisers, their employers and/or broker dealers, and plan sponsors, as well as from vendor and strategic partners of these advisers, including investment providers, accountants and attorneys, and pension administrators.

“We are very proud of this most recent achievement, and we value PLANADVISOR for their contribution to our industry”, said Jamie Greenleaf, Cafaro Greenleaf General Partner. “It is always so rewarding to see our continuous and diligent efforts in offering the highest level of expert advice and enhanced services to our Plan Sponsors and Participants be recognized.”

XXX

About Cafaro Greenleaf

Cafaro Greenleaf has been professional retirement plan advisors and consultants to corporate, public, and institutional clients, nationwide since 1981. Among the firm's primary strengths are: expert plan advice from leaders in the industry; independent vendor searches, negotiations and benchmarking analysis; targeted and best practice plan design with open architecture; investment selection, due diligence and implementation; in-person, on demand participant education, diligent and heightened plan servicing; and monitoring and reducing fiduciary liability to the plan and its trustees. We are frequent and in demand, guest and panel speakers at employer and industry pension forums across the country, write articles and columns for various industry publications, and have testified in front of the US Department of Labor's Advisory Council. Some of our most recent awards include: “*Advisor of The Year*” by PLANSPONSOR® magazine, “*401(k) Industry's 50 Most Influential Advisors*” by 401k Wire® and the “*Forty Under 40*” award by NJBIZ™ magazine, honoring NJ's most successful, dynamic and professionally committed business leaders.

732.530.8129

800.401.4830

732.530.8165 F

216 Maple Avenue

Red Bank, NJ 07701

For more information about Cafaro Greenleaf, please visit www.CafaroGreenleaf.com.