

Brown Smith Wallace, LLC

For Immediate Release

Julie Martin Earns PLANSPONSOR Retirement Professional Designation

ST. LOUIS (October 22, 2007) Julie Martin has been awarded the PLANSPONSOR Retirement Professional (PRP)™ designation from the PLANSPONSOR Institute, the education arm of *PLANSPONSOR*, the nation's leading resource for pension and benefits related news, information, and tools.

"This designation sets a new industry benchmark for measuring retirement plan sales and service expertise," notes Nevin Adams, Editor-in-Chief of *PLANSPONSOR* and PLANSPONSOR.com and Dean of the PLANSPONSOR Institute.

Julie Martin, who is a Senior Account Manager at Benefit Plans Plus, LLC in St. Louis, MO, a non-producing Third Party Administrator (TPA) currently works with Advisors and their clients specializing in retirement plan sales and service. As a PRP designee, she will be listed along with other leading retirement plan professionals at www.plansponsor.com/prp.

By earning the PRP designation, retirement professionals not only demonstrate their commitment to the industry, but enjoy the benefits of an exclusive ongoing support system through *PLANSPONSOR*. PRP designees gain insights into plan sponsors' expectations in order to recognize business trends, better serve clients, and build their practice. They also are trained to better identify and understand the economic and regulatory forces that influence the retirement plan market.

"Retirement plan professionals understand that today, more than ever, knowledge is critical to this business, and practical knowledge is vital to success in this business," notes Adams. The PLANSPONSOR Institute faculty, recognized as independent, unbiased industry thought leaders, offer a unique combination of highly regarded technical and training proficiency with real-life industry understanding gained from *PLANSPONSOR*'s proprietary insight.

In addition to prior experience in direct retirement plan industry sales, service, and/or support, PRP designees must successfully complete Web-based and multiple-day, instructor-led coursework; sign the PLANSPONSOR Institute's Code of Ethics to verify their pledge to maintain a high standard of conduct and competency in the practice of their profession; and meet an annual continuing education requirement.

The PLANSPONSOR Retirement Professional designation is now included in the NASD listing of professional designations.

Additional information regarding the PRP designation and the PLANSPONSOR Institute is available at www.plansponsorinstitute.com.

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Benefit Plans Plus, LLC was founded in 1995 as a spin off of a previously established retirement plan administration firm. It is ranked as one of the largest third-party administrators of retirement plans in St. Louis. The firm delivers a measurable difference to its clients through a comprehensive approach to customized retirement plans. As a subsidiary of Brown Smith Wallace, the second-largest locally owned accounting and consulting firm in St. Louis, we have the resources of more than 150 associations locally, with affiliate offices worldwide. For more information visit www.bpp401k.com or contact Patrick Shelton, GBA at 314.983.1212.

About Brown Smith Wallace

Brown Smith Wallace is the second-largest locally owned independent full-service CPA and business consulting firm in Missouri with more than 180 employees throughout the Midwest. Through a network of offices in St. Louis, St. Charles and Chicago, Brown Smith Wallace is the only CPA and business consulting firm that makes A Measurable Difference to its clients through the execution of its six measurable differences and by putting its guarantee in writing. For more information visit www.bswllc.com or call 314.983.1288.

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