



For Immediate Release

National Organization Releases Publications Focused on Fixed Annuity Education

Milwaukee, WI (May 11, 2010) – The National Association for Fixed Annuities (NAFA) has announced the release of three principle papers which are geared toward enhancing the education and information available to insurance professionals who sell fixed indexed annuities. The board of directors at NAFA has spent considerable time and effort developing the papers focused on three key topics: product suitability, advertising guidelines and education.

“NAFA believes it has an important role in providing insurance professionals with quality educational information regarding fixed annuities,” said Kim O’Brien, executive director of NAFA. “These papers provide an important contribution to the industry as we all strive to better serve the needs of consumers.”

Working cooperatively with insurance companies and distribution partners, NAFA will disseminate the principle papers and make available an online summer education series. NAFA will also work directly with the National Association of Insurance Commissioners (NAIC) and state insurance departments to make this content available to licensing programs and continuing educational courses.

Fixed annuities are an important tool used for retirement income and legacy planning. The need to be exposed to and understand the value of fixed annuities and their insured guarantees is important to individuals who participate in employer-sponsored retirement plans as well as the 78 million working Americans who lack access to a workplace retirement plan.

A fixed annuity is the only product that allows individuals to accumulate retirement savings, protect those savings from market losses and guarantee income for life.

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA’s membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 200,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at www.nafa.com

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