



For Immediate Release

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**Richfield's Financial Readiness Services Help Client Earn "Best Of Show"
From Profit Sharing/401(k) Council of America
*Program for M. A. Mortenson Company teaches employee financial literacy***

October 4, 2007. Elm Grove, WI – The Richfield Companies, an employee benefits advisory firm, and their client, M. A. Mortenson Company, received two awards from the Profit Sharing/401(k) Council of America (PSCA) for participant communications and education. Both companies' efforts to provide financial readiness materials and workshops were recognized in the "Retirement Readiness" category, and the companies' overall efforts [in collaboration with Mortenson's 401(k) vendor] were honored with the "Best Of Show" award. The accolades, which pay tribute to excellence in retirement plan communication and investment education, were announced on September 25th.

Says Tony Verheyen, Principal at Richfield, "We are excited for our client, and appreciate the recognition of our Financial Readiness services by PSCA. We believe companies like Mortenson can make a significant difference for their employees by providing basic financial education along with the other benefits they offer."

In 2006, M. A. Mortenson adopted a retirement education campaign titled "Extreme Financial Makeover: Mortenson Edition," a take-off of the popular renovation show "Extreme Makeover; Home Edition." The goal was to help employees improve their financial health in order to "make room" for retirement savings. As part of the campaign, Mortenson employed Richfield to prepare their employees to take an active role in their retirement savings by improving their overall financial well-being.

In selecting this campaign for its "Best Of Show" award, PSCA described the entire campaign as "outstanding." In comments made during the award ceremony, the Council referenced steps taken to help employees build a solid foundation for financial awareness through the use of quizzes, contests, practical tools and workshops.

Contributing to the award were significant outcomes. Employee attendance at the voluntary financial readiness workshop was 79%, employee satisfaction (measured as "Excellent" or "Good") was 99%, and those stating they would recommend the workshop to a friend or colleague was also 99%.

Says Annette Grabow, Manager of Retirement Benefits at M. A. Mortenson Company, “Our goal was to expand the education curriculum to improve the financial health of our team members with basic financial education. We believe a significant reason they don’t take full advantage of our 401(k) plan is overall poor financial health. The workshop we developed working with Richfield was designed to address this issue.”

Says Verheyen, “We developed our Financial Readiness services over the past two years for the purpose of helping companies build a stronger workforce and helping workers save, invest and protect adequately. Forward-thinking companies like Mortenson realize the need for better financial education and are reaping significant rewards as employees take control of their personal financial situations.”

Companies can offer workshops, written materials and online resources developed by Richfield to teach basic financial literacy on topics like saving, budgeting, debt management, college planning and estate planning. The cost to companies adopting a Financial Readiness program varies depending on the number of participants and scope of project. Some companies include it as part of employee education costs in their employee benefit plans. Others include it as an employee development expense.

Says Verheyen, “Most employees do not have a financial plan or work with an advisor, and many struggle to live on a budget and manage debt. Mortenson and other companies understand the critical relationship between Financial Readiness and their employees’ long-run ability to provide for themselves in retirement. In a sense, companies must take a step *back* to provide the basic tools and resources necessary to allow employees to take important steps *forward*.”

About Richfield

Founded in 2005, Richfield is a Midwestern-based advisory firm dedicated to helping mid- and large-size employers maximize their investments in human resources and employee benefits. For more information, visit www.richfieldcompanies.com.

About M. A. Mortenson Company

Mortenson is a diversified construction organization offering services in general contracting, construction management, and project development. More information can be found at www.mortenson.com.

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