



## **Wealth2k® Introduces New Retirement Income Planning Solution Integrated within NetX360®**

Turnkey platform enables financial professionals to better serve the needs of Boomers entering retirement

October 11, 2011-BOSTON, MA — Wealth2k and Pershing LLC, a BNY Mellon company, today announced a collaboration to extend the capabilities of The Income for Life Model® in ways that can dramatically enhance a financial professional's ability to serve retirement income planning needs. With millions of Americans turning age 65 during 2011, and tens of millions more following on their heels, Boomer retirement income phenomenon has begun. Financial professionals are facing both opportunities and challenges as they seek to help Boomers turn their retirement nest eggs into consistent and lasting retirement income.

According to Wealth2k Founder & CEO, David Macchia, "The investing strategies associated with spending down retirement assets are inherently different than those used in accumulating assets. This signals the beginning of a structural shift in financial services. It also tells us that we need new technology to help financial professionals design and communicate retirement income investing strategies, and streamlined processes for implementing and reporting on the strategies they design. The integration of The Income for Life Model and NetX360 accomplishes all of this in a seamless fashion."

This integration enables financial professionals to easily assign assets, and soon positions, into income generating buckets within a retirement income plan; making it easy to monitor progress and adjust plans as necessary. As the competition over retirement income management intensifies, Wealth2k and Pershing are offering a powerful software and communications tool for financial professionals to help them succeed in this increasingly competitive battle. Research has shown that when financial professionals become the primary retirement income solutions provider they consolidate assets and gain wallet share.

"Although the scope of the business opportunity represented by Boomer retirement income needs is truly historic, it guarantees success to no organization," says Robert Cirrotti, director at Pershing LLC, "Pershing wants to help facilitate its customers' success in this strategically important market and this joint effort can dramatically enhance a financial professional's ability to serve the retirement income planning needs of Boomers."

Wealth2k and Pershing are also helping financial professionals improve their client communications. As part of the offering, each participating financial professional will be able to receive Wealth2k's innovative RetirementTime™ application, an interactive website that educates consumers on key retirement-related topics including Rollover Individual Retirement Accounts (IRAs), retirement income distribution and Long-Term Care insurance.



[Wealth2k, Inc.](#) provides technology-driven platforms that drive business growth in strategically important markets including retirement income. Its innovative applications including The Income for Life Model incorporates leading-edge retirement income planning software, multimedia and interactive educational tools, web-based delivery strategies and administrative controls that ensure compliance and provide scalability. For more information on The Income for Life Model visit [www.incomeforlifemodel.com](http://www.incomeforlifemodel.com).

[Pershing LLC](#) (member FINRA/NYSE/SIPC) is a leading global provider of financial business solutions to more than 1,500 institutional and retail financial organizations and independent registered investment advisors who collectively represent more than five million active investors. Located in 21 offices worldwide, Pershing and its affiliates are committed to delivering dependable operational support, robust trading services, flexible technology, an expansive array of investment solutions, practice management support and service excellence. Pershing is a member of every major U.S. securities exchange and its international affiliates are members of the Deutsche Börse, the Irish Stock Exchange and the London Stock Exchange. Pershing LLC is a BNY Mellon company. Additional information is available at [www.pershing.com](http://www.pershing.com).

[BNY Mellon](#) is a global financial services company focused on helping clients manage and service their financial assets, operating in 36 countries and serving more than 100 markets. BNY Mellon is a leading provider of financial services for institutions, corporations and high-net-worth individuals, offering superior investment management and investment services through a worldwide client-focused team. It has \$26.3 trillion in assets under custody and administration and \$1.3 trillion in assets under management, services \$11.8 trillion in outstanding debt and processes global payments averaging \$1.7 trillion per day. BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). Additional information is available at [www.bnymellon.com](http://www.bnymellon.com) and through Twitter [@bnymellon](#).

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