

[DATE]

[COMPANYNAME]
[COMPANY ADDRESS]
CITY, STATE ZIP]

Dear [FIRSTNAME]:

As a Wisconsin employer, you know firsthand that our state is unmatched when it comes to quality. And now, that same fact rings true when it comes to your company's 401(k). Introducing the Wisconsin Select Program, an employer-sponsored retirement plan built and run by in-state professionals.

From plan administration and top-ranked investment management, to fiduciary support and objective guidance, Wisconsin Select offers it all. And because it's run primarily by in-state retirement professionals, your participants get the peace of mind knowing that their 401(k) is truly in their corner. After all, it's a future we're all invested in.

And getting started is really easy: simply contact my office at [PHONE] and we'll get started on a complete proposal just for your company. We'll show you how your current plan compares on performance, participant features and of course cost. And we'll also show you how easy it is to convert your current plan to Wisconsin Select.

In the meantime, I invite you to visit the Wisconsin Select homepage at www.wiselect401k.com to learn more. We look forward to the opportunity to work with you, and we're happy to answer any questions you might have along the way.

Discover Wisconsin values, Wisconsin strength, Wisconsin Select!

Sincerely,

[ADVISOR NAME, TITLE]
[ADVISOR FIRM]