

[DATE]

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

Dear [FIRSTNAME]:

As a Wisconsin employer, you work daily to strengthen our shared future, and now your company's 401(k) plan can reflect that Wisconsin pride. Introducing the Wisconsin Select Program, an employer-sponsored retirement plan built and run by experienced professionals right here in our state.

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 you. We'll show you how your current 401(k) 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]