

**Longfellow Benefits' Storch One of Three Finalists for National 401(k) Leadership Award**  
*Boston Executive Cited for Ethics and Innovation*

BOSTON, MA, (February 19, 2010)—The American Society of Pension Professionals & Actuaries (ASPPA) announced that Kendall Storch, senior vice president at Longfellow Benefits in Boston, is one of three finalists in the running for The 2010 Morningstar-ASPPA 401(k) Advisor Leadership Award.

The award recognizes the specific accomplishments by a leading financial advisor in the 401(k) marketplace.

Sponsored by Morningstar, Inc., a leading provider of independent investment research, and ASPPA, the leader in retirement education and advocacy, the award reflects the multi-faceted efforts of advisors to serve their clients (plan sponsors and participants), act as a mentor, maintain high ethical standards, and innovate in the retirement industry.

The award recipient will receive the 2010 Morningstar-ASPPA 401(k) Advisor Leadership Award on March 15 during a general session of the 2010 ASPPA 401(k) Summit meeting in Orlando, Fla. These nominees were selected from 100 nominations from their peers and colleagues in the retirement industry.

Serving organizations in New England and nationally, **Longfellow Benefits** is a leading provider of advisory and consultative services in the areas of employee benefits, retirement plans and executive benefits and business continuation planning. For more information, visit [www.longfellowbenefits.com](http://www.longfellowbenefits.com) or call 617-351-6000.

Securities offered through LPL Financial, Member FINRA/SIPC. Investment Advice offered through Independent Financial Partners (IFP), a Registered Investment Advisor and separate entity from LPL Financial.

**The American Society of Pension Professionals & Actuaries (ASPPA)** is a national organization of more than 7,000 retirement plan and benefits professionals that serves as the educator, voice, and advocate for the employer-based retirement system. ASPPA members are administrators, actuaries, advisors, attorneys, accountants, and other financial services professionals who provide consulting and administrative services for qualified retirement plans. [www.asppa.org](http://www.asppa.org) For more information contact: Melinda Semadeni, Director of Media Relations (703)516-9300 ext 130 or [msemadeni@asppa.org](mailto:msemadeni@asppa.org)

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