



Cullen Financial Group Joins 401(k) Advisors

Investment Advisor, Jeff Cullen, to Lead Chicago Market Expansion

Aliso Viejo, CA, November 1, 2010—**401(k) Advisors**, one of the largest independent retirement plan consulting firms nationally, announces **Jeff Cullen**, AIF[®], will lead consulting and sales efforts for the greater Chicago area. He is a specialist in consulting, implementing, and servicing qualified and non-qualified retirement plans, bringing with him a decade of industry-related experience.



Prior to founding Cullen Financial Group in 2001, Cullen worked for several years in the field of human resources and payroll outsourcing. Growing up fourth generation in a family business, he witnessed the struggles and successes of his family and their extended family (employees) along the way. These experiences have proven valuable in designing and servicing retirement plans that align organizational goals with the needs and wants of participants.

Cullen received his MBA from DePaul University and graduated with distinction. He earned the Accredited Investment Fiduciary (AIF[®]) designation from The Center for Fiduciary Studies and has passed Level I of the Chartered Financial Analyst (CFA) Exam. Cullen has served on Principal Financial Group's Advisory Council for the past three years, and was voted to the "Top 300 Most Influential Advisors in Defined Contribution" list.

"We always scout for top talent," comments Nick Della Vedova, President of 401(k) Advisors. "Jeff's intensity for the business and passion for enhancing participant outcomes fits perfectly with our culture and consulting philosophy."

401(k) Advisors provides independent retirement plan consulting services to major and mid-sized private and institutional plan sponsors, and currently oversees over \$10 billion in assets under advisement. The firm is recognized for best practices in retirement planning, investment due diligence, vendor service and fee benchmarking, compliance processes, and education for sponsors and participants. For more information, log onto to 401kadvisors.com.

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