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**FOR IMMEDIATE RELEASE**

## **New Website Provides Fixed Annuity Facts to Americans Planning for Retirement and the Media**

Milwaukee, WI – Easy-to-understand information that sticks to the facts. That's the goal of a new website created to help consumers and the media understand a lesser known insurance product designed to help Americans create a secure retirement – fixed annuities. The website is [www.FixedAnnuityFacts.com](http://www.FixedAnnuityFacts.com).

“People don't always know these retirement planning products exist because they are only offered by insurance companies,” Kim O'Brien said. She is the executive director of the National Association for Fixed Annuities, a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities, which created the site. “This website is an excellent resource to find answers and insightful information as individuals plan for retirement.”

Fixed annuities are the only financial products that allow individuals to accumulate retirement savings, protect those savings from market losses, and turn those savings into a guaranteed income stream for life.

Retirees of today have benefited from pension plans and social security. However, today's workers must save more of their own money for retirement and then figure out the best way to turn that money into a reliable retirement income. Fixed annuities are specifically designed to protect and grow those retirement savings dollars and ultimately convert them into a steady stream of income for a fixed period of time, or for the lifetime of the annuity owner.

The site offers information to three different audiences including: industry professionals, consumers, and the media. Content includes insightful articles about popular topics, answers to frequently asked questions, a fact versus fiction interactive presentation, glossary of terms, as well as financial calculators and more. The media can find factual information and resources for news articles. Industry professionals have access to resources that help educate their clients.

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