



For Immediate Release

### **NAFA Radio Interviews Promote the Value of Indexed Annuities**

*The National Association for Fixed Annuities (NAFA) through participation in the Indexed Annuity Leadership Council (IALC) will be providing interviews for radio stations throughout the country to promote the value of indexed annuities.*

*Milwaukee, WI (Sept. 29, 2011) – Consumers in major media markets such as Atlanta, Boston, Baltimore, Los Angeles, New York and beyond will be hearing more about the benefits of indexed annuities as interviews hit the airwaves starting October 5. The interviews will be aired on 15 radio stations throughout the United States.*

NAFA's President & CEO Kim O'Brien will be interviewed for many of the radio appearances, along with other Indexed Annuity Leadership Council (IALC) members. The interviews are part of a cooperative effort by NAFA, as an active member of the IALC, to get more information in the mainstream media about the value and benefits of indexed annuities.

If you are in one of the following cities, please tune in to listen. (Note: Taped interviews may appear at a different date and time.)

#### WEDNESDAY OCTOBER 5

*(Times Noted are A.M.)*

**7:35-7:45** WOCA-AM ORLANDO - LIVE  
**7:45-8:00** WTMY-AM TAMPA - TAPE  
**8:15-8:25** WRNJ-AM NEW YORK - LIVE  
**8:30-8:40** KCMN-AM COLO. SPRINGS - LIVE  
**8:40-8:50** WDUN-AM ATLANTA - LIVE  
**9:20-9:30** WAMV-AM ROANOKE - LIVE  
**9:30-9:40** WFIN-AM TOLEDO - TAPE  
**9:40-9:50** WDIS-AM BOSTON - TAPE

#### WEDNESDAY OCTOBER 5 (continued)

*(Times Noted are A.M.)*

**9:50-10:00** WJSS-AM BALTIMORE - TAPE  
**10:10-10:20** KPQ-AM SEATTLE - TAPE  
**11:40-11:50** KKZZ-AM LOS ANGELES - LIVE  
**1:00-1:30** KAHI-AM SACRAMENTO - LIVE

#### THURSDAY OCTOBER 6

*(Times Noted are A.M.)*

**7:05-7:15** WTBQ-AM NEW YORK - LIVE  
**9:40-9:50** METRO NETWORKS SEATTLE-TAPE  
**9:50-10:00** WXBR-AM BOSTON - LIVE

"Education and advocacy of fixed annuities have always been at the forefront of NAFA's mission, so this effort fits in with our key focus," stated NAFA President & CEO Kim O'Brien. "Consumers need to hear more about the value that indexed annuities can provide as they save for retirement and look to create a retirement income stream."

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA's membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 200,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at [www.nafa.com](http://www.nafa.com).

###

Media Contact:

W. Scott Hinds - Education & Training Director - 414-332-9306, ext.2 - [scott@nafa.com](mailto:scott@nafa.com)