



FOR IMMEDIATE RELEASE

NAFA Provides Educational Resources to Consumers during National Financial Literacy Month

In preparation for National Financial Literacy Month in April, a national organization released a new publication to provide important information to educate and inform consumers on key issues to ensure a fixed annuity purchase is suitable for their financial needs.

Milwaukee, WI (March 26, 2012) – The National Association for Fixed Annuities (NAFA) announced the release of a new publication designed to educate consumers who are considering a fixed annuity to save for retirement. It provides consumers with important information to inform and protect their financial well being.

This new publication entitled: ***Tips to Remember When Buying a Fixed Annuity*** was developed by NAFA's Education Committee. It provides consumer-focused tips to educate and inform. With just a few simple steps, consumers can understand how to protect themselves and ensure that the annuity they purchase is suitable for their financial needs. This publication and other resources are available to educate consumers at www.FixedAnnuityFacts.org.

"Because it's tax time and spring cleaning time, April is a perfect month for consumers to take a fresh look at their financial goals and brush up on their financial literacy to help them prepare for the future," stated NAFA President & CEO Kim O'Brien.

Fixed annuities are financial products provided through insurance companies. The guarantees and features of fixed annuities are becoming increasingly popular among consumers to save for retirement and provide income throughout retirement.

In 2004, the U.S. Senate unanimously passed a resolution declaring April to be National Financial Literacy Month, with its goals being to teach Americans how to establish and maintain healthy financial habits. April 9-13 is also National Retirement Planning Week, which is sponsored by the National Retirement Planning Coalition.

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 140,000 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.

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