



PAi

Plan Administrators, Inc.
For Immediate Release

News Release

For further information:
Pam Shaffner
PAi
800-236-7400 ext. 3318

**Plan Administrators, Inc. Changes its Name to PAi and Unveils New
Corporate Image and Enhanced Web Site**

De Pere, WI, February 19, 2003 - After twenty years of successfully providing retirement plan servicing, Plan Administrators, Inc. is changing its name but not its hallmark focus on plan providers, sponsors and participants. Plan Administrators, Inc. has changed its name to PAi, updated its corporate look and revamped its corporate web site. Although the name and look have changed, PAi will continue to consistently deliver the same high-touch service expected by each client.

"As a company that takes a lot of pride in the value we deliver, we are very excited to have a fresh corporate image that accurately reflects our energy and commitment to our clients", said Michael Kiley, PAi's President.

PAi will be showcasing its new corporate image at the American Society of Pension Actuaries 401(k) Sales Summit in Scottsdale, Arizona from February 27th through March 1st. PAi can be visited at booth #37. For information on the summit, visit www.aspa.org.

The curious can find PAi's new web site at www.pai.com.

PAi provides the financial services industry with affordable high-touch and high-tech retirement plan administration solutions tailored for small businesses. Financial advisors can choose from a variety of retirement plan products designed to meet their client's needs. Products include a selection of well known fund families and financial services providers offering a wide variety of individual funds. Servicing over 4,000 plans with \$2.5 billion in assets under administration and supporting 380,000 participants, PAi provides its services to over 2,500 financial advisors and financial institutions nationwide.

PAi has been successfully servicing the retirement industry since 1983 by making consistent investments in people, technology and processes. Committed to maintaining its long heritage of unrivaled customer service, PAi goes beyond web servicing to being only a phone call away with accessible contact center experts and an intuitive Voice Response Unit (VRU) system.
