



**Plan Administrators, Inc.**

For Immediate Release

**News Release**

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**Keast Joins PAi as EVP of Business Development and Marketing**

**De Pere, WI, September 3, 2002** - Rick Keast, a financial services executive with almost 20 years of progressive sales, marketing, consulting and operations experience, has recently joined Plan Administrators, Inc. (PAi). In his new role as Executive Vice President of Business Development and Marketing, Keast will report to Michael Kiley, President of PAi. Rick will be responsible for creating key institutional relationships and growing distribution channels for PAi while maintaining PAi's high level of customer satisfaction.

Rick brings to PAi a proven track record in the retirement financial services and benefits industries for developing revenue-producing strategic partnerships, creating and delivering products and services and leading major business process re-engineering initiatives. Rick Keast joins PAi from Business Logic, an eFinance integration provider, where he was Director of Business Development. Mr. Keast has held various management positions with Merrill Lynch, KPMG Consulting, and William M. Mercer and has a bachelors' degree from Northern Illinois University and an MBA from Lake Forest Graduate School of Management.

"Rick brings the leadership needed to grow our client base and expand in new directions while continuing to provide our customers with excellent service," said Michael Kiley. "We are excited to have someone with Rick's experience join our team and we are confident that he will have a positive impact on both our company's performance and our ability to service our customers."

PAi provides financial institutions with retirement plan administration solutions tailored for small businesses. 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. PAi has been successfully servicing the retirement industry since 1983 by making consistent investments in people, technology and processes. PAi delivers more than a typical Third Party Administrator (TPA) – comprehensive business process outsourcing, exclusive small business focus and high-touch and high-tech customer care – all at affordable fees.

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