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## Nationwide Financial acquires RIA Services, Inc. to better serve plan participants

### ***Services help clients manage retirement assets***

**Columbus, Ohio** — Nationwide Financial Services, Inc. (NYSE: NFS) today announced it has acquired Dallas-based RIA Services, Inc.

RIA Services offers a technology solution that enables sponsors of defined contribution plans, such as 401(k) plans, to provide their plan participants professional money management from investment advisory firms for their retirement plan assets. Columbus-based Nationwide Financial is the country's third-largest provider of defined contribution plans.<sup>1</sup> Terms of the transaction were not disclosed; however, RIA Services will remain headquartered in Dallas.

Through an exclusive arrangement, Nationwide Financial already facilitates RIA Services' offerings to 2,000 plan sponsors with more than 40,000 participants and \$1 billion in assets<sup>2</sup>. The acquisition provides Nationwide Financial greater management over the services it offers at a time when participants say they need advice in managing their retirement assets.

A recent study found that retirement plan participants are challenged by investment choices and need help, with more than 70% of employees stating that selecting appropriate financial products and services is complicated.<sup>3</sup>

"The more you know, the more you realize you need assistance," said Duane C. Meek, senior vice president of Nationwide Financial's retirement plans business. "Participants are discovering that they need advice in managing their retirement plan assets."

Through the RIA Services platform, RIA (Registered Investment Advisor) firms offer professional money management services directly to plan participants and manage the investment of their retirement plan accounts based on the individual's situation, goals and risk profile. Once a plan sponsor has selected an RIA firm to offer money management services, individual participants who select that option pay a management fee for the service.

## About Nationwide Financial<sup>®</sup>

Nationwide Financial Services, Inc. (NYSE: NFS), a publicly traded company based in Columbus, Ohio, provides a variety of financial services that help consumers invest<sup>4</sup> and protect their long-term assets, and offers retirement plans and services through both public- and private-sector employers.

It's part of the Nationwide group of companies, which offers diversified insurance and financial services. The group is led by Nationwide Mutual Insurance Company, which is ranked No. 118 on the *Fortune 500* based on 2003 revenue.<sup>5</sup> For more information, visit [www.nationwide.com](http://www.nationwide.com).

(Six digit date.name of release)

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<sup>1</sup> Based on number of plans written, 2003-2004, *Pensions & Investments* magazine, November 2004

<sup>2</sup> Based on year-end 2004 data.

<sup>3</sup> "Employer and Employee Views and Proposed and Current Retirement Plans," Nationwide Retirement Education Institute, Spring 2004

<sup>4</sup> Nationwide Investment Services Corporation, member NASD. In MI only: Nationwide Investment Svcs. Corporation.

<sup>5</sup> Fortune Magazine, April 2004