



Why Ameritas?

Why would you and your employees trust Ameritas with your retirement plan? To find out, let's take a TRIP.

TRIP is our value proposition to you.

We promise to be truly objective, reliable, innovative and personal. We will be with you and your employees each step along the road to retirement. We are ready to help your employees reach their goal of a financially secure retirement. We'll do so while helping you manage your plan and fulfill your fiduciary responsibility.

Truly objective

- Options for increased fiduciary protection
- No proprietary fund requirements

Reliable

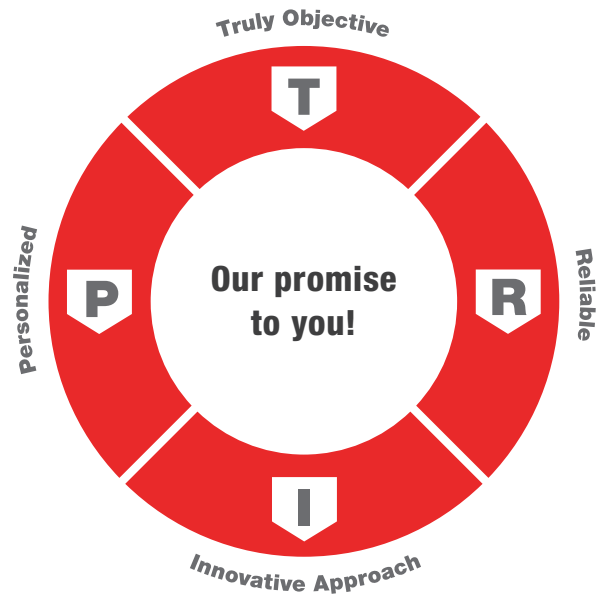
- Working with a company that is dedicated to the business of fulfilling life
- Selecting and maintaining an investment platform with a long-term perspective

Innovative

- Web-based enrollment platform to drive increased enrollment
- Online resources for you and your participants

Personal

- Plan design to meet the needs of you and your employees
- "Every Plan Is Unique"





Ameritas Life Insurance Corp.
Ameritas Life Insurance Corp. of New York

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