

Planning For Retirement

Making Retirement Planning Simpler—and Potentially More Secure

(NAPSA)—When it comes to retirement planning, a growing number of baby boomers are looking for better ways to prepare to have the retirement lifestyle they've long envisioned.

They're searching for ways to stay healthier and more active and evaluating where and how they want to live as they grow older. Many are taking a hard look at how much money they'll need to save during their working years to help prepare them for retirement.


They are also seeking secure and easy-to-use solutions to meet the challenges of growing and protecting their retirement savings.

While some people have turned to savings through cash, CDs or money market funds as safe havens for their retirement money, the low interest rates these vehicles typically offer are unlikely to provide the growth that many people desire. More and more people are now recognizing that they may need to do more—and to save and invest differently—to maximize their savings for retirement.

Fortunately, in response to market demand, the financial services company called ING has created a variable annuity designed for people who want opportunity for savings growth and protection from market loss—but prefer a simple approach, not an overwhelming range of choices and information.

ING Simplicity, ING's new annuity, streamlines and simplifies a new generation of retirement planning, and it comes at a time when more people need to be saving and growing their retirement nest eggs, but may be unsure of, or intimidated by, the various options for doing so.

For example, a new study of

Experts say that, used properly, annuities can be a type of personal retirement program offering many of the same benefits of the company pension plans of the past. 

American investing habits and goals conducted by ING and the research firm Roper Public Affairs, shows that nearly half of Baby Boomers earning at least \$50,000 a year like the benefits offered by annuities, but 42 percent of respondents say they are intimidated by the products.

The study found that Baby Boomer women are particularly interested in the benefits of annuities. Nearly 6 in 10 Boomer women surveyed agree with the statement "protecting my retirement savings from loss is important, but I also want to be able to grow my savings."

Additionally, the study found 70 percent of respondents believe annuities can provide a reliable savings source for income in retirement, though 46 percent say they do not know enough about the products to decide whether or not they are a good investment.

This new annuity may have particular appeal to a new market of prospective annuity investors who may have found traditional annuities intimidating. Among those who might consider this retirement savings tool are those who may be middle-class, mid-career Americans who want to supplement and protect their retirement assets.

While some people may be comfortable with the extensive options some annuities offer, there are many who would rather take a straightforward and streamlined approach to retirement savings. The ING Simplicity variable annuity provides an alternative

for the type of investor who wants the benefit of built-in guaranteed returns, but who also wants the convenience and ease of a more simple approach.

By answering the call for guarantees and simplicity, ING has created a new generation of variable annuity. For example, the company's new product offers:

- Robust, built-in features with a straightforward design, single-page application process, and less paperwork and fewer decisions than other types of retirement investment products.
- A first-of-its-kind integrated living and death benefit—with built-in guarantees for the annuity owner and their beneficiaries, including a minimum guaranteed rate of return (for the first ten years.)
- Simple investment choices with four asset allocation fund-of-funds, which provide diversification.

Generally speaking, an annuity is a contract between you and an insurance company that may provide some type of guarantee, depending on the contract. Annuities are often used to help achieve long term financial goals such as retirement. Used properly, annuities can complement an individual's personal retirement program, and could potentially provide many benefits similar to those formerly found in company pension plans of the past, which are increasingly becoming phased out. For individuals who may have reached the maximum limits of 401(k)s and IRAs, an annuity may be a good option. To learn more, contact a financial professional.

To help you prepare to have a retirement planning conversation with your financial advisor, you can try the retirement calculator at ING.com, or call 1-888-4-ING-123.