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First Mercantile Prepares for a Banner 2010 by Hosting TPA Council Roundtable

(MEMPHIS, Tenn.) -- First Mercantile hosted its seventh annual TPA Council Roundtable in Memphis on November 17 and 18. At this year's roundtable, the third-party administrator (TPA) members of the Council continued to laud First Mercantile's infrastructure for its ease of doing business.

The roundtable was timely for First Mercantile, as the demand for the services of third-party administrators keeps growing. According to Retirement Research Inc. (2008), almost 45-percent of new sales opportunities in the startup to \$5 million retirement plan market use a TPA service model.

Ian Sheridan, president and CEO of First Mercantile, welcomed the members of the Council and reaffirmed First Mercantile's commitment to support unbundled solutions with its integrated approach to providing 401(k) plans. "The feedback received from the Council was invaluable as we roll out our 2010 growth strategy. It will clearly guide our commitment to our customers as well as support our TPAs".

Stan Label, vice president and national sales manager, shared his opinion that this year's Roundtable provided knowledge to help TPAs enhance their unique value to their customers. "The attendance was high and the best practices that were shared were relevant to the challenges that our TPAs face," added Label.

For more information about First Mercantile, please contact your investment professional or contact First Mercantile at 800-753-3682 or visit our website www.firstmerc.com

About First Mercantile

First Mercantile, one of the premier collective investment trust (CIT) record keepers in the United States, offers investment solutions for qualified retirement plans. Employing a due diligence process, First Mercantile Trust (FMT) searches the investment universe to select non-proprietary options suited for the investment platforms. CITs are sub-advised by institutional money managers, or invest in mutual funds or exchange traded funds (ETFs). Also included on the investment platform are Dimensional Advisor Funds (DFA), Lifestyle and Target Date options. First Mercantile acts in a fiduciary capacity with respect to the management of the assets of the collective investment trust. The Advisor Review Committee oversees the entire due diligence process, which includes qualitative and quantitative analysis.

These investment products are distributed through solid relationships with quality investment consultants and third party administrators. First Mercantile offers full fee disclosure and transparency with a flexible and competitive cost structure. FMT has a national network of seasoned, knowledgeable professionals to provide excellent client service, customer care and support.

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