

FOR IMMEDIATE RELEASE
December 14, 2009

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First Mercantile Promotes Travis Cox to National Sales Team

(Memphis, Tenn.) – Travis Cox has been promoted to First Mercantile’s National Sales Team effective December 1, 2009, as Regional Sales Director for its new Southwest region. This region includes the states of Kansas, Nebraska, Oklahoma, New Mexico and the Western half of Texas (which includes Austin and Dallas/Fort Worth).

“Travis brings a wealth of knowledge and experience to his new role. He will expand on the relationships that he built while serving as manager for First Mercantile’s inside sales specialists,” says Stan Label, vice president of national sales for First Mercantile, to whom Cox reports. “The retirement plan professionals he will support can look forward to a high level of expertise, delivered with great passion and enthusiasm,” adds Label.

Mr. Cox is responsible for developing new business through banks, consultants, employee benefit brokers, independent broker-dealers, life brokers, registered investment advisors, regional stock brokers, TPAs, and wirehouses in First Mercantile’s newly-defined Southwest region.

Prior to First Mercantile, Travis was employed by SunTrust. He is an honors graduate of Rhodes College, of Memphis, earning a Bachelor of Arts degree in International Business.

“Promoting skilled sales professionals like Travis allows us to capitalize on our own talent while growing the business. It also substantiates our commitment to our employees.” says Label.

Cox can be reached at tcx@firstmerc.com. For more information about First Mercantile, please contact your representative or call First Mercantile at (800) 753-3682.

Photo available upon request from psaddler@firstmerc.com

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About First Mercantile

First Mercantile, a member of MassMutual Financial Group, is one of the premier collective investment trust (CIT) record keepers in the United States. It offers investment solutions exclusively for qualified retirement plans. Employing a due diligence process, First Mercantile searches the investment universe to select non-proprietary options suited for its 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 Fund Advisors (DFA) funds, Lifestyle and Target Date options. First Mercantile acts in a fiduciary capacity with respect to the management of the assets of the collective investment trusts. The Advisor Review Committee oversees the entire due diligence process, which includes qualitative and quantitative analysis.

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

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RS-18481-00