

FOR IMMEDIATE RELEASE

Definiti Strengthens Presence in Great Lakes Region with Two Acquisitions

DANA CONSULTING GROUP AND NOBLE-DAVIS CONSULTING JOIN DEFINITI

HOUSTON (January 25, 2022) – Definiti, a leading national retirement services firm, today announced the acquisition of two firms, adding new opportunities to the company’s record-breaking sales and growing customer base in the Great Lakes region. Definiti has previously acquired four other retirement plan service firms across Illinois, Ohio and Pennsylvania.

Dana Consulting Group, Ltd., has a long history of providing third-party administration services for 401(k) and cash balance plans for clients in Illinois and the surrounding area. The firm’s retirement plan experts provide comprehensive consulting services for sponsors of tax-qualified retirement plans.

Noble-Davis Consulting, Inc., based in Solon, Ohio, has specialized in helping businesses of all sizes create and manage their ideal retirement plan for more than 35 years. The highly trained staff is well-known in the area for proactive, hands-on retirement plan and welfare services.

“We’re excited about adding these firms to our existing business operations in Illinois and Ohio,” said Definiti CEO Tom Gaillard. “Lee Jennings and Jan Davis have built successful retirement services firms. We’re honored that they have chosen to join Definiti and excited to welcome their staff and clients to our team.”

“It’s important to be a strategic partner to the attorneys, accountants and financial consultants who advise companies on their retirement plans. Definiti has demonstrated that commitment and so it was an easy decision to join forces when the opportunity arrived,” said Lee Jennings, President of Dana Consulting Group.

Jan Davis, Noble-Davis Consulting President agrees. “The retirement plan industry is changing so quickly, and we wanted to be able to serve our clients with additional solutions, like 3(16) fiduciary services. And Definiti’s investments in cybersecurity and professional staff were why we decided this was right for our people and our clients.”

Dana Consulting Group and Noble-Davis Consulting are the most recent acquisitions for Definiti, which now serves more than 8,000 retirement plans across the United States with more than \$15 billion in assets under administration.

ABOUT DEFINITI

From defined contribution and defined benefit plan design, compliance and actuarial consulting, to pension outsourcing and recordkeeping, Definiti helps organizations deliver smart retirement solutions to their employees. With hundreds of experts across the country,

including in-house actuarial consultants, ERISA attorneys, document specialists and retirement plan consultants, Definiti helps clients redefine what's possible with workplace retirement plans.

To learn more about Definiti, visit <https://definiti.com>.

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