

FOR IMMEDIATE RELEASE

Definiti Acquires Two Established TPAs in the Northeast

ADVANTAGE BENEFITS CONSULTANTS, INC., AND THE KENNETH D. ANDERSON COMPANY, INC., JOIN DEFINITI

HOUSTON (September 8, 2022) – Definiti, a national retirement services firm, today announced the acquisition Advantage Benefits Consultants in Stamford, CT, and The Kenneth D. Anderson Company in Concord, MA. Definiti now serves more than 8,700 retirement plans across the United States with more than \$15.5 billion in assets under administration.

Advantage Benefits Consultants has provided design, actuarial and third-party administration services for IRS qualified retirement plans since 1989. The Kenneth D. Anderson Company, founded in 1979, has provided pension consulting and third-party administration services to clients sponsoring qualified retirement plans.

“We’re very pleased to welcome our new colleagues and clients to Definiti,” said Definiti CEO Tom Gaillard. “Both have excellent reputations for high-quality customer service, and they significantly expand our presence in the Northeast. We’re proud to have them as part of the Definiti family.”

“I became acquainted with Definiti several years ago and was impressed with their vision and breadth of services. It was an easy decision to join forces when the opportunity arrived,” said Kevin Weiner, President of Advantage Benefits Consultants.

Ken Anderson, founder of The Kenneth D. Anderson Company, agreed. “I chose Definiti as the next chapter of my firm for several reasons: stability and expanded expertise for my clients; a path for growth and professional development for my employees; Definiti’s commitment to customer service; their ability to acquire and integrate other firms like mine into their practice; and their commitment to professional and secure retirement services.”

Advantage Benefits Consultants and The Kenneth D. Anderson Company will be rebranded as Definiti when the business integration is completed later this year.

ABOUT DEFINITI

From 401(k) plan design and administration, 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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