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## Harris Interactive Announces Rollout of Strategic Retirement Perspectives with Partner Mercatus LLC

**ROCHESTER, N.Y. and NEW YORK, N.Y. – April 30, 2009** – Harris Interactive, a global custom market research firm, today announced that it has selected Mercatus LLC as a consulting partner in the delivery of a new retirement industry cross-company executive forum called Strategic Retirement Perspectives.

“Market turmoil has derailed the investment plans of many Americans, and companies are still scrambling to make sense of what the next 3-5 years hold for their businesses,” says Humphrey Taylor, Chairman of The Harris Poll. “We are excited to introduce the Strategic Retirement Perspectives program that will help executives explore critical, retirement industry issues. The program will sponsor a cross-industry discussion about how the recent marketplace turmoil is impacting the retirement services industry and how retirement solutions providers will need to respond. Participants will formulate a forward-looking plan to gather insights from consumers and financial advisors which will equip participants with the insights and perspectives required to position themselves effectively during this unprecedented period of change for the industry. We’re delighted that Mercatus LLC, whose retirement experts share the view that even most severe threats can become great opportunities, will join us on the path to discovery.”

Strategic Retirement Perspectives is a membership-only initiative with corporate participants representing the diverse ecosystem responsible for the delivery of retirement services today, including: broker dealers, financial planners, insurance companies, banks and an array of diversified financial services providers who deliver products such as 401(k)s, 403(b)s, mutual funds, annuities and other solutions that serve the needs of both retirees and those who are planning to retire. The research study and strategic roundtable will address critical issues such as the impact of the market downturn on consumer retirement planning, how the financial advisor community is responding, as well as areas of specific interest to those companies who are program members.

Strategic Retirement Perspectives will begin in June with a roundtable discussion among the members about critical research needs and other gaps in knowledge. Consumer and Financial Adviser insights will be gathered over the summer and results will be reported in early September, in time for 2010 budget planning.

### About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

**About Mercatus LLC**

[Mercatus LLC](#) is a boutique consulting and investing firm focused on the retail financial services space with strong expertise in the retirement services industry. We work with industry executives and private equity investors to make investment and business growth decisions. Mercatus, along with our subsidiary FRC (Financial Research Corporation), is deeply steeped in the trends and issues impacting the retirement marketplace. Mercatus is dedicated to delivering the insights, innovative thinking, and information required to equip our clients for success in today's turbulent marketplace.

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