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Great-West Announces Alliance with 401konnnect.com

DENVER (July 24, 2001) – Great-West Life & Annuity Insurance Co. has entered into an agreement with 401konnnect.com (Konnnect) to provide brokers registered with Konnect access to information regarding Great-West’s 401(k) products using Konnect’s online RFP service.

Konnnect’s service enables brokers to compare Great-West’s 401(k) products against other competitor products, and with the click of a button, make a request to Great-West for a formal proposal.

“We’re excited for the opportunity to give the online broker community another avenue to access our 401(k) products,” said Patricia Neal Jensen, vice president, pension sales for Great-West’s Employee Benefits Division. “We’re a recognized industry leader in providing plan participants and administrators user-friendly online tools, so it makes sense that we’d extend these opportunities to brokers through the Web.”

Great-West offers 401(k) plans for start-up and existing plans that feature brand-name investment options in a multi-fund platform, including international, fixed income and prepackaged lifestyle portfolios*. Great-West also offers access to a self-directed brokerage account with access to more than 9,000 mutual funds, stocks and bonds and real-time research and quotes. Benefit managers can administer the plans and participants gain access to their accounts through Great-West’s online Employer Service Center and secure account management site at www.gwla.com/benefits.

Great-West currently administers 11,000 401(k) plans for 2 million participants with more than \$37 billion in assets.

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Great-West Life & Annuity Insurance Co. of Denver is part of the Great-West Family of CompaniesSM and is licensed to do business in all 50 states except New York, the District of Columbia, Guam and the U.S. Virgin Islands. Great-West is an indirect, wholly owned subsidiary of Great-West Lifeco Inc., a member of the Power Corp. group of companies.

Investment options are at Net Asset Value (NAV) with share accounting and through a group fixed and variable deferred annuity, which is issued by Great-West. Unless available through a self-directed account, securities are offered through One Orchard Equities Inc., a wholly owned subsidiary of Great-West Life & Annuity Insurance Co.

*For more information about available investment options, including fees and expenses, you may obtain applicable prospectuses and/or disclosure documents from Great-West. Read them carefully before investing.

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