

# AtPrime Media, Inc. Announces New Retirement Plan Detective Software – The Pension Inspector ‘Compare and Rank’ Online Service

NEW YORK, N.Y., April 30 (SEND2PRESS NEWSWIRE) – AtPrime Media, Inc., the sponsor of the @Prime! Pension Inspector®, the leading consumer and professional online tool for determining the financial performance of Qualified Retirement Plans, announces a new breakthrough service, “Compare and Rank” Online Service, previously unavailable to the general public, which it believes will be a helpful tool in these stressful economic times for focusing on Plans viability and stability.



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Developed by retirement plan technical experts, the @Prime! Pension Inspector® “Compare and Rank” is a new Retirement Plan detective type software, which enables the user to compare and rank Plan Earnings, Expenses, Balance Sheet items, Plan Income, and Funding Ratios with other Qualified Retirement Plans from official IRS/DOL 5500 tax returns, as well as, recognized financial market performance indices.

Once the user completes the initial query, the user has the option of adding

multiple reports combined into a printable "Plan Report Card." Every "Compare and Rank" query is developed based upon industry, location, Zip Code, size, or plan features. In addition, Plan Earnings each year are compared automatically with 5 Stock and 5 Bond Indices which are graphically displayed.

Previously, only governmental agencies utilized the Form 5500 information to measure information for Plan audits and reports to other governmental agencies.

David Tananbaum is the founder of AtPrime Media, Inc., and the author-developer of the @Prime! Pension Inspector®. He believes that the impact of the "Compare and Rank" Online Service will be significant because: "For the first time anyone can "Compare and Rank" any Qualified Retirement Plan that files the required Form 5500 Tax Return, from the Plan Participant, Plan Administrator to Government Agencies, in order to measure Plan strengths and weaknesses, as well as to prepare for a Plan Audit or to strengthen year-to-year performance."

The @Prime! Pension Inspector® "Compare and Rank" Online Service targets five markets relating to the United States Qualified Retirement Plan system which includes: (1) Plan Administrators, CFO's and Business Owners, (2) Plan Participants, (3) Plan Professionals, (4) Federal Agencies and (5) Plan Marketers.

The @Prime! Pension Inspector® was launched in November 2007, as a free web service, utilizing the United States Department of Labor official 5500 database and will remain a free service through its Standard Edition.

The @Prime! Pension Inspector® "Compare and Rank" is a subscription service selling for \$99 per year for a Personal license, and, \$199 per year for a Professional license.

AtPrime Media, Inc's President, David J. Tananbaum has been professionally active in the private retirement plan industry for more than 40 years. Mr. Tananbaum is one of the founding members of the American Society of Pension Professionals & Actuaries in 1967, and is currently a Member of the American Academy of Actuaries, a Fellow of the Conference of Consulting Actuaries and, is an Enrolled Actuary under ERISA. He has appeared on CNN and CNBC as a pension expert in various matters in the past 15 years.

Mr. Tananbaum is also currently the CEO of National Retirement Programs, Inc., an Employee Benefits Consulting Firm.

More information:  
[www.atprime.com](http://www.atprime.com)

News issued by: AtPrime Media, Inc.



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Original Story ID: (4937) :: 2009-04-0430-001

Original Keywords: Pension Inspector, AtPrime Media, Inc., financial performance of Qualified Retirement Plans, Compare and Rank, SaaS, accounting, David J. Tananbaum, American Academy of Actuaries, private retirement plan industry, IRS DOL 5500 tax returns, B-NAB AtPrime Media, Inc.