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## The Online 401k Launches Public Campaign to Spotlight Hidden 401k Fees

SAN FRANCISCO, CA, February 6, 2007 -- The Online 401k(TM), (www.theonline401k.com) the leading provider of full-service Web-based 401k plans for small and single-person businesses, today announced that it is launching a formal, public campaign to combat the excessive, opaque fee structure found in most 401k retirement plan offerings.

Chad Parks, CFP®, founder and CEO of The Online 401k, believes that the retirement plan industry has taken advantage of the average participant by structuring plans to include unnecessary layers of fees and failing to educate participants on how those fees may impact their retirement savings. "The fact of the matter remains that almost all participants in 401k plans do not know how to account for soft dollar fees, 12b-1 fees, variable annuity wrap fees, sub-transfer agent fees or investment management fees that might come out of their assets that they have set aside for retirement," Parks states.

The Online 401k has plans for several events as part of its public campaign against hidden fees. Among the events planned will be the eventual rollout of its own rebate program, designed to offset the administration costs of a 401k plan by rebating 12b-1 fees to its clients. The Online 401k has already taken the first step in combating the participant-unfriendly fee structure espoused by most of the industry by charging a flat fee for service based on the number of employees, rather than an asset-based fee.

"The Pension Protection Act of 2006 provided legislative direction on improving the mechanics of 401k plan participation. The Online 401k's goal is to topple the current fee structure within 401k plans and, in the process, educate participants about how expenses can erode their ability to accrue retirement savings over the long term," Parks says.

### About The Online 401k

Small businesses interested in learning more about The Online 401k(TM) can request a quote at <http://www.theonline401k.com> and automatically receive a customized proposal via e-mail. Small businesses can easily establish their 401k plan, thanks to a streamlined plan adoption process. The Online 401k offers a wide variety of investments to choose from on multiple platforms. Once the 401k plan is set up, employees can access 401k and investment education, select their investments and manage their individual 401k accounts -- all from the convenience of their desktop. For more information on The Online 401k, visit [www.theonline401k.com](http://www.theonline401k.com).


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