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WEST MICHIGAN AUTO GROUP HIRES NEW 401(k) CONSULTANT!

MICHIGAN, March 19, 2008 – Betten Automotive Group selects Freedom One Retirement Services as their 401(k) consultant for their five dealerships' 350 employee-group in Grand Rapids and Muskegon.

Betten Automotive Group opened their first dealership in the mid-1960s in Grand Rapids, Michigan. Since then, Betten has grown into one of the largest families of dealerships in Michigan. They offer 11 different brands from seven auto manufacturers.

Betten had grown disappointed with their previous 401(k) provider, specifically with employee participation, lack of service, and their investment performance overall. "It was important to have all facets of the 401(k) handled by a single provider that specializes in 401(k) plans," said Paul Huiber, Controller at Betten Automotive. "Having the ability to call one number and have access to an expert company for all services, such as employee education and plan administration, were the main reasons Betten chose the Freedom 401(k)."

Mark Wayne, President & CEO of Freedom One stated, "It is rewarding to meet with dealers and provide proof of the tremendous value we can add to a dealer's 401(k) plan. The addition of Betten Automotive Group is very exciting to us, because this dealer is one of the largest and most prominent in Western Michigan."

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About Freedom One Financial Group

Freedom One Financial Group, one of the nation's largest full-service 401(k) plan consultants, has been successfully offering retirement plan solutions for the last 20 years. Guided by a specific set of core values and a commitment to service excellence, our team members specialize in providing state-of-the-art employee communications, retirement planning, and administrative services. Freedom One's service excellence has been rewarded with nearly 100% client retention. Freedom One Investment Advisors provides services to over 1,000 clients across the United States. This includes retirement plan sponsors with over \$2.2 billion in plan assets and thousands of employees. **Visit us online at FreedomOneFinancial.com.**