

The DOG DAYS OF SUMMER



Dogs have a unique way of cooling off in the heat. It's called panting.

You've probably seen a friendly canine or two letting their slobbery tongue dangle out of their mouth. People, of course, are a bit more restrained when it comes to chilling out. It could be a dip in the pool, an ice cold drink or the wonder of air conditioning.

And while you're enjoying that cool re-circulated air, it might be a great time to sit down in front of your computer and do a quick review of your employer-sponsored retirement plan. You see, the dog days of summer are typically a time when people want to relax. But that doesn't mean your investments should stop working for you.

How much time do you have until retirement?

If you have a long time before you plan to retire, you may want to consider more aggressive investments—like stock funds—because you'll have more time to recover from market downturns and have the potential for higher returns. On the flip side, people who are nearing retirement may want to invest more conservatively in bond funds or cash equivalents to help protect their nest egg.

What level of risk are you willing to take?

If you can tolerate higher risk investments, you have the potential for higher returns. And if you are a more conservative investor, your potential returns will generally be lower. The following ranks different investment options from lower risk/lower potential return to higher risk/higher potential return:

- Cash Equivalents
 - Bond Funds¹
- Large Cap Stock Funds
- Mid-Cap Stock Funds²
- Small-Cap Stock Funds³
- International Stock Funds⁴

Allowing your money to be lazy is for the dogs.

Make sure you have the right asset allocation and diversification for your unique needs.⁵

Great-West Retirement Services®

1-800-338-4015⁶

www.gwrs.com⁶

¹ A bond fund's yield, share price and total return change daily and are based on changes in interest rates, market conditions, economic and political news, and the quality and maturity of its investments. In general, bond prices fall when interest rates rise and vice versa.

² Medium-sized companies may suffer more significant losses, as well as realize more substantial growth, than larger capitalized, more established issuers.

³ Equity securities of companies with relatively small market capitalization may be more volatile than securities of larger, more established companies.

⁴ Foreign investments involve special risks, including currency fluctuations and political developments.

⁵ Diversification of an investment portfolio does not assure a profit and does not protect against loss in declining markets.

⁶ Access to the voice response system and Web site may be limited or unavailable during periods of peak demand, market volatility, systems upgrades/maintenance or other reasons.

Securities, when offered, are offered through GWFS Equities, Inc. and/or other broker dealers.

Representatives of GWFS Equities, Inc. are not registered investment advisers, and cannot offer financial, legal or tax advice. Please consult with your financial planner, attorney and/or tax adviser as needed. GWFS Equities, Inc. is a wholly owned subsidiary of Great-West Life & Annuity Insurance Company and an affiliate of FASCore, LLC (FASCore Administrators, LLC in California) and First Great-West Life & Annuity Insurance Company, White Plains, New York. Great-West Retirement Services® refers to products and services provided by Great-West Life & Annuity Insurance Company, FASCore, LLC (FASCore Administrators, LLC in California), First Great-West Life & Annuity Insurance Company, White Plains, New York, and their subsidiaries and affiliates. Great-West Life & Annuity Insurance Company is not licensed to conduct business in New York. Insurance products and related services are sold in New York by its subsidiary, First Great-West Life & Annuity Insurance Company. Other products and services may be sold in New York by FASCore, LLC. Great-West Retirement Services® and KeyTalk® are registered service marks of Great-West Life & Annuity Insurance Company. Form # PT75061 (01/09)