

FOR IMMEDIATE RELEASE:

AtPrime.com Adds Pension Limit Lookup for Consumers to its PENSION HELPER Service

NEW YORK, N.Y. - Jan. 31, 2007 (SEND2PRESS NEWSWIRE) -- AtPrime Media, Inc., the sponsor of www.AtPrime.com, one of the top age 50+ web services announced today an addition to its highly valued consumer service YOUR PENSION HELPER, whereby consumers will be able to dial up their maximum employee and employer contribution limits for all types of qualified plans, as well as, their insurance pension payouts payable from defunct Defined Benefit Plans insured by the Pension Benefit Guarantee Corporation (P.B.G.C.).

Mr. Tananbaum, CEO of AtPrime Media, Inc said upon launch of its new service "We are, I believe. the only consumer oriented web service, to date to provide comprehensive coverage of Defined Benefit and Defined Contribution plans not only for the current year, but for back years."

Plan Limitations are contained in THE PENSION HELPER in the "Qualified Plan Limitations" channel and covers years 2007 through 1996. The Pension Benefit Guarantee Corporation (P.B.G.C.) terminating Plan Insurance Limits are contained in THE PENSION HELPER in the "P.B.G.C. Plan Termination Limits" channel, and currently include years 2007 and 2006.

Mr. Tananbaum added "Many participants of terminating Defined Benefit Plans have no idea of the extent that the Pension Benefit Guarantee Corporation Insurance covers, and if we are contacted we will assist them in a better understanding of their Plan."

THE PENSION HELPER, is a special feature of www.AtPrime.com, enabling the consumer to utilize free calculators to maximize their retirement pension, a Pension Glossary - explaining pension terminology, Top Pension News, and the Pension Advisor providing free advice and explanations to the public. More announcements on added features are expected soon.

About AtPrime Media, Inc.

AtPrime.com was launched in 2001 and has become one of the top age 50+ web services because of its exclusive coverage of pension and tax matters that impact the age 50+ market.

AtPrime Media, Inc. was founded by David J. Tananbaum who has been professionally active in the retirement 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, and is an Enrolled Actuary under ERISA. He has been invited to appear on CNN and CNBC as a pension expert in various matters in the past 10 years. During the past 20 years Mr. Tananbaum has been licensed in several states providing pro bono education to Certified Public Accountants.

In addition, AtPrime.com has special channels devoted to Relationships, Financial Security, 50+ Fraud, and Lifestyles. AtPrime Media, Inc. is developing new additions to THE PENSION HELPER and unique programming targeted to the age 50+ market, and will be making announcements prior to launch.

AtPrime.com publishes a weekday edition, as well as a weekend edition.

Send2Press(R) is the originating wire service for this story -  
www.Send2Press.com

NEWS SOURCE: AtPrime Media, Inc.

# # #

/END/

MEDIA CONTACT(S) :

[ not for publication online or in print ]

David J. Tananbaum, CEO  
AtPrime Media, Inc.  
P +1-212-772-8600  
F +1-212-772-3383  
djt @ atprime.com

.....  
Text provided by news source who is solely responsible for accuracy of content.

.....  
This news story from Send2Press Newswire may be redistributed and re-posted in part or in whole by members of the media. Copr. (c) Send2Press, a unit of Neotrope(R). For news aggregation sites, blogs, and bureaus, you must retain Send2Press as the original wire source. Do not stream graphics from our server.

.....  
The original version of this release was issued on behalf of the above organization (the "news source"), by Send2Press(R) Newswire, a unit of Neotrope(R). <http://www.Send2Press.com>

.....  
Get our news via RSS: <http://www.send2press.com/RSS2/rss.xml>

.....  
Story Permalink: <http://www.Send2Press.com/mediadrome/2007-01-0131-005.txt>

January 2007 // Press Release / B-NAB