

The 401kWire

Matrix Re-Crosses the \$100 Billion Mark, Updates Plan Communications

Filed on Monday, August 23, 2010

(401kWire) - **Matrix** now works with \$114 billion in assets. National sales manager and vice president **Jamie DeRubertis** kicked off the **Bluff Point** subsidiary's tenth annual *Get (k)onnected* conference Sunday afternoon in Keystone, Colorado, revealing that figure as part of an update on Matrix's business. DeRubertis also hinted at an update coming later this year from Matrix Communications Technologies.

"We just recently took our second trip above that \$100 billion level," DeRubertis said. (They previously hit \$100 billion in May 2008.)

And DeRubertis confided that its Matrix Communication Technologies will roll out a new participant statement design next quarter.

Speaking to the nearly 700 attendees (including about 150 advisors attending *Matrix U*, as well as industry insiders with bank and trust departments, recordkeepers and TPAs), DeRubertis also touted the new ETF 401(k) platform. Matrix first unveiled plans for that platform at last year's conference.

"We now have 25 customers accessing the ETF platform," DeRubertis added. "18 of those actually have live plans trading on the platform today with ETFs."

DeRubertis also offered other figure-based updates. For example, Matrix has so far customized its *Retirement Tool(k)it* for 75 customers (including banks and advisors).

This story was sent with permission from a copyrighted InvestmentWires' news site. For information on reprints or authorization to resend this story please contact InvestmentWires at 212-331-8999 or use the "Routing List" tool located on InvestmentWires.com.