
From: Terrence Morgan [<mailto:terrencemorgan@msn.com>]
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To: EBSA, E-ORI - EBSA
Subject: [FR Doc: E8-19272];[Page 49895-49923]; Investment Advice; Participants and Beneficiaries

Does Wal Mart or the finest grocery store chains in America allow their food suppliers or product producers to order their needed inventory and then take the liberty of stocking this product in the preferred locations of the store aisle? If I am a bank, mutual fund or insurance company and I own my own proprietary investments, which ones are we going to have our sales people recommend at a 401k enrollment meeting? My Target Date Funds or someone else's? My Stable Value Fund or perhaps a well diversified Income portfolio that long term is better for the older investor that wants very little risk?

You go down a shaky road and harm the little guy if you allow companies that push their own funds to be fiduciary advisors or to be on the same level professionally as an independent advisor with "no dog in the game" when giving advice to 401k participants.

Walk down the super market aisle of any store in America and you can see the laws of economics at work. Wal Mart is going to give preferred shelf space to their home grown products that are knock offs of say a Mattel toy or a camera from Kodak.

401k participants need unbiased and totally independent advice by advisors who are looking out for "Joe Six Pack" Please don't let lose the savvy sales people who own product to sell inside of 401k plans to the regular guy participating in a 401k plan as supposedly an advisor.....please....

Sincerely,

Terrence Morgan, AIF
President
www.ok401k.com
(405) 603 4986

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