



**July 21, 2010**

CONTACT: Daniel Kravitz  
President, Kravitz Inc.  
818-379-6162  
[dkravitz@kravitzinc.com](mailto:dkravitz@kravitzinc.com)

## **Kravitz Announces Opening of New York Office**

### ***East Coast Presence Will Serve Growing Demand for Cash Balance Retirement Plans***

(New York, NY) – [Kravitz](#), a leading national provider of [Cash Balance Retirement Plans](#), today announced the opening of an office in New York to serve the firm’s fast growing base of customers and prospects in the Northeast region. The new office is located at One Penn Plaza in midtown Manhattan, at the heart of the busiest commercial district in the country.

*“Our New York office is another step in our national expansion, as demand for Cash Balance Plans continues to grow exponentially,”* said Dan Kravitz, President of Kravitz, Inc. *“New York is a close second to California in terms of companies adding Cash Balance Plans, and we’re also seeing strong growth in Connecticut and New Jersey. We are excited to better serve businesses throughout the region.”* Kravitz has eight regional satellite offices in addition to corporate headquarters in the Los Angeles area.

Carlos Tariche will lead the Kravitz New York office, bringing more than 20 years of experience in retirement plan sales, consulting and administration. As Regional Sales Director, Tariche will consult with Kravitz clients and prospects in New York and the surrounding area. He will also support a fast growing network of financial advisors and CPAs who have completed the [Kravitz Cash Balance Coach®](#) training program, helping them bring the benefits of Cash Balance to their clients.

Cash Balance or ‘hybrid’ retirement plans allow for significantly higher contribution levels and greater tax deferral than 401(k) plans. *“With rising tax rates and continuing market fluctuations, more business owners are turning to Cash Balance Plans,”* said Dan Kravitz. *“Many employers can double their own pre-tax retirement savings while affordably enhancing benefits for their employees.”* Kravitz recently issued its [2010 Cash Balance Research Report](#), indicating a 359% increase in Cash Balance Plans nationwide over the past five years.

The Kravitz New York office can be reached at (212) 201-4120 and is located at One Penn Plaza, 36<sup>th</sup> Floor, New York, NY 10119.

###

**About Kravitz:**

Since 1977, [Kravitz](#) has designed, managed and administered innovative corporate retirement plans. Today the company administers more than 1,200 plans with \$4.5 billion in assets. Kravitz designed its first Cash Balance Plan in 1989 and is recognized as the national leader in Cash Balance Plans. Visit [www.CashBalanceDesign.com](http://www.CashBalanceDesign.com).