

## MassMutual Launches New Section of Web Site to Focus on the Financial Needs of Women

by Yahoo-Finance

New Section Offers Content, Information and Tools to Help Women Build a More Secure Financial Future  
SPRINGFIELD, Mass., July 10 /PRNewswire/ -- MassMutual Financial Group today unveiled a new addition to its Web site designed to focus on the financial needs of women, enabling them to educate and empower themselves to help build a more secure financial future.

The new section, available at <http://www.massmutual.com/women>, contains a wide range of financial content of interest to women, including articles that outline the important elements of a sound financial strategy, financial calculators that help women prepare for a wide variety of life events, and a calendar of events that are of interest to professional women. Visitors can also sign up to receive a free financial education newsletter designed specifically for women.

"While women share the same goal as men of achieving financial security, they typically have unique wants, needs and concerns that impact the way they build their financial strategy," says Susan Sweetser, second vice president, Specialized Markets, Massachusetts Mutual Life Insurance Company (MassMutual). "This new section has been designed with content, tools and online seminars that can help women prepare for life's events."

Key features of the new section include:

- \* Educational content. The section contains a wide range of financial educational content, including articles on topics like personal finance, life insurance, small business planning and estate planning. The site also contains an online seminar, "10 Financial Q&A's For Women," narrated by Ms. Sweetser, that outlines the major financial issues women should consider, including life insurance protection and planning for retirement.

- \* Online calculators. The section features easy-to-use calculators designed to help women calculate their financial needs for a range of events and plans, such as getting married, raising a family, getting divorced and establishing a home budget. Users can calculate their life insurance needs, how much they need to save for their child's college education, their anticipated Social Security benefits, and more.

- \* Calendar of events. The section also has a calendar that lists conferences and sporting events MassMutual sponsors that are of specific interest to women, including Fortune's Most Powerful Women Summit, the Working Mother 100 Best Companies WorkLife Congress and the Center for Women's Business Research Executive Roundtable.

- \* Free newsletter. Visitors can sign up to receive "Intuition," a free newsletter designed to educate women and help them build a more secure financial future. To receive the newsletter via regular mail, visit the "Contact Us" box at the bottom of the Web site or click on the "Contact a MassMutual financial services professional" link at the top of the page.

This new addition to the Web site is MassMutual's latest effort to improve women's financial literacy. MassMutual, along with its affiliate, OppenheimerFunds Inc., is the exclusive corporate sponsor of "Game Face: What Does a Female Athlete Look Like?," a photography exhibit and character education program devoted to raising awareness of the successes women and girls have achieved in athletics. The company is also a sponsor of the Executive Women's Golf Association, the 2006 Danskin Women's Triathlon Series, New York Women in Film & Television and the American Women's Society of CPAs.

MassMutual Financial Group is the fleet name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliates, with more than 13 million clients and over \$395 billion in assets under management at year-end 2005.

Founded in 1851, MassMutual is a mutually owned financial protection, accumulation and income management company headquartered in Springfield, Mass. MassMutual's major affiliates include: OppenheimerFunds, Inc.; Babson Capital Management LLC; Baring Asset Management Limited; Cornerstone Real Estate Advisers LLC; MML Investors Services, Inc.; MassMutual International, Inc. and The MassMutual Trust Company, FSB. MassMutual is on the Internet at <http://www.massmutual.com>.

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