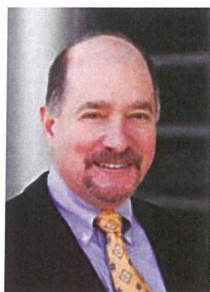


Consultant Profile

401(k) Advisors

Measurably Different

Michael E. Falcone
Director of the Eastern Region
Senior Plan Consultant



Mike spearheads the consulting practice for 401(k) Advisors on the East Coast. From his office in West Chester, Pennsylvania, he consults to plan sponsors and their participants, as well as serves as project manager for both new and current clients.

Mike joined 401(k) Advisors in 2007, and brings to the position more than 25 years of focused experience in qualified plan design, investment due diligence, funding and participant communication.

A former retirement consultant for Aon Consulting, Mike is well-versed in managing individual plan requirements of employers from diverse industries and with various-sized plans. Mike is a frequent speaker at industry events, most notably leading the full day tutorial at the Mid-sized Pension Management Conferences for the past several years on the topic of Fiduciary Best Practices.

A graduate of Drexel University, Mike earned his a B.S. in Mathematics. He holds the Chartered Financial Consultant (ChFC) and Chartered Life Underwriter (CLU) designations from The American College.

In 2009 and 2010, Mike ranked on the 401kWire.com list of "Top 300 Most Influential Advisors in Defined Contribution," receiving recognition for being among the "Top 40" advisors in the large market segment.

A fine food and wine enthusiast, Mike also enjoys spending time with family and friends or catching a local ballgame.



Registered Investment Advisor

401(k) Advisors is one of the few leading, independent consulting firms whose pure focus is retirement security. An industry expert in retirement plan consulting, with billions of dollars in assets under advisement, the firm serves hundreds of plan sponsors nationwide at private, public and nonprofit organizations, and does so by prudently managing retirement assets for hard-working Americans who hope for a more secure financial future.



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