

Appendix 2: After



FINANCIAL SERVICES
FOR THE GREATER GOOD®

Kevin Brown
Vice-President, Client Services

September 1, 2007

<Participant Name>
<Address 1>
<Address 2>
<City, State, Zip>

Dear Client:

We are writing to you because you are subject to the minimum distribution requirements of the Internal Revenue Code. Under these rules, once you turn age 70 ½ you must receive some income from your accounts each year.

Since you are or will be 70 ½ or older this year, you need to receive at least a minimum amount of income. The following shows when you need to receive this income based on your age:

If you turn 70 ½	Your minimum distribution income
in 2007	by April 1, 2008
in 2006 or earlier	by December 31, 2007

Our retirement planning specialists are available to help explain how this applies to you. We can work with you to determine the minimum amount you need to receive and provide helpful guidance on the appropriate retirement income strategy for meeting your needs while satisfying the rules. Even if you're already receiving some income from your tax-deferred accounts, our specialists can review your situation and evaluation whether you may need to receive additional amounts.

Your next step is to **call us at 800-842-2776** for your minimum distribution review. Because it can take about three months from when we begin reviewing your options with you to setting up your minimum distributions, we encourage you to contact us as soon as possible. Our retirement planning specialists are available Monday through Friday from 8 a.m. to 10 p.m. and Saturday from 9 a.m. to 6 p.m. (ET).

Sincerely,

Kevin Brown
Vice President, Client Services

Begins with the purpose of the letter. Eliminated the bold, underlined sentence which caused negative emotional responses because of the intensity of the formatting. Also explains what "minimum distribution" is — "taking income."

Reduces what had been a dense paragraph to two sentences and a brief table.

Briefly explains what TIAA-CREF can do to help the investor satisfy this requirement.

Ends with explicit call for action prompting the investor to call. Also explains the length of time needed to set up the withdrawals.