

**From:** David Weiskopf [mailto:dweiskopf@FinancialEngines.com]  
**Sent:** Thursday, July 23, 2015 1:24 PM  
**To:** EBSA, E-ORI - EBSA  
**Subject:** Conflict of Interest Rule Hearing

To whom it may concern,

Financial Engines respectfully requests to testify at the hearing beginning on August 10, 2015 on the Definition of Fiduciary-Conflict of Interest Rule. We submitted our Comment Letter on this topic on July 21, 2015.

Christopher Jones, EVP and Chief Investment Officer, would represent Financial Engines at the hearing.

Financial Engines is the largest independent Registered Investment Advisor (RIA) in America. Financial Engines assumes fiduciary responsibility as an advisor to retirement investors. Our nearly 20 years of experience providing advisory services to participants, coupled with our independent research, have given us unique insight into the importance of fiduciary protections in the provision of advisory services and discretionary investment management.

We plan to address the following topics, among others that may arise, during our testimony:

- Our support for the proposed regulation
- Ability of investment advisers to present their services
- The distinction between investment education and investment advice
- Defining the assumptions to be disclosed with asset allocation models and interactive materials.
- Why the proposed rule is workable – it's not too costly nor is it impossible to act as a fiduciary to large numbers of retirement investors, especially those with modest balances

In light of travel from the west coast, a time on Wednesday morning would be preferred but we are happy to accommodate the Department's schedule for another day and time.

We thank you for your consideration.

Please contact me (information below) and Christopher Jones, [cjones@financialengines.com](mailto:cjones@financialengines.com), (408) 498-6919, with any questions.

Best regards,

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Financial Engines is America's largest independent investment advisor. We help people make the most of their retirement assets by providing professional investment management and advice.

Headquartered in Sunnyvale, CA, Financial Engines was co-founded in 1996 by Nobel Prize-winning economist Bill Sharpe. Today, we offer retirement help to more than nine million employees across over 600 companies nationwide (including 146 of the Fortune 500). Our investment methodology, combined with powerful online services, dedicated advisor center and personal attention allow us to help more Americans get on the path to a secure retirement.

For more information, visit [www.financialengines.com](http://www.financialengines.com)

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