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**Sent:** Thursday, October 21, 2010 3:03 PM

**To:** EBSA, E-ORI - EBSA

**Subject:** Definition of Fiduciary Proposed Rule

While I agree that obtaining investment advise for an employer retirement plan should not be a "sell session" I caution that participation in these plans is based heavily upon the employee's comfort level and understanding of what he/she is putting money into. Consideration should be given to the fact that unless participants fully understand what they are getting, they are reluctant to invest money in anything. It would be wise to come to some standard, acceptable, perhaps scripted language that could be used to define the basic account investment options (i.e. "What are Equities?" "What are Bonds" etc). At least in this way, participants would feel comfortable in having a basic understanding of their options for retirement investing without worrying about being "sold" on anything.

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