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## **American Woman's Society of CPA's Announces MassMutual Financial Group as Platinum Sponsor**

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**MassMutual Exclusive Financial Service Sponsor and Silver Sponsor of Joint  
Conference, November 10 - 12**

**DAYTON, September 27, 2004** – The American Woman's Society of CPA's (AWSCPA) – a national organization dedicated to serving women CPA's is proud to announce that MassMutual Financial Group has signed on to be a platinum sponsor and the exclusive financial services sponsor of their organization. MMFG is also a silver sponsor of the AWSCPA/ASWA Joint Conference being held November 10 – 12 in Chicago, Illinois.

Among the speakers at this year's conference is Susan Sweetser, JD, MBA, CFP, CLU, ChFC, FLMI, Second Vice President of Women's Markets at MassMutual Financial Group. Susan, *Working Mother magazine's* 1998 Working Mother of the Year, is the featured keynote speaker at the conference. Also speaking this year is Terri Forde, Senior Vice President of the newly formed Savings Product Division at MassMutual. Terri's session, Retirement Income Planning – The Value of Advice, will focus on the changes in the retirement income market, how retirees are facing a growing risk management challenge and how the delivery of advice and education are key to building retirement income strategies.

“The AWSCPA is an outstanding organization committed to providing a supportive environment and resources for their members to achieve professional success. Women are an increasingly powerful economic force, and leading financial services organizations such as

MassMutual are ideally positioned to best meet their expanding needs,” said Susan Sweetser, “Our sponsorship of The American Woman’s Society of CPA’s will help us better serve that market.”

“We are proud to welcome MassMutual as our first-ever Corporate sponsor to the AWSCPA and are excited about what their reputation and commitment to women’s markets can bring to our organization” said Jenifer Goforth, CPA, national AWSCPA president.

For more information about the conference, call the AWSCPA National Office at 800-AWSCPA1.

AWSCPA was organized in 1933 as a group of nine women CPA’s united in facing the challenges affecting women in the profession at that time. In 1982, the by-laws were amended to allow affiliated local groups. And today, the society has 25 affiliates located nationally and a membership of approximately 2,000.

The MassMutual Financial Group – whose member companies had over \$285 billion in assets under management at year-end 2003 – is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliates, which include: OppenheimerFunds, Inc.; Babson Capitol Management, LLC; Cornerstone Real Estate Advisers, Inc.; MML Investors Services, Inc its broker-dealer subsidiary; The MassMutual Trust Company, FSB; Antares Capital Corporation; MML Bay State Life Insurance Company; C.M. Life Insurance Company; and MassMutual International. MassMutual is on the Internet at [www.massmutual.com](http://www.massmutual.com).

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