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U.S. Retirement Partners Acquires 21st Partner Firm
An Independent Benefits Broker in Central Texas

Iselin, NJ, December 1, 2011 – U.S. Retirement Partners (USRP) announces it has acquired its 21st Partner Firm, Riata Financial Group (Riata), a New Braunfels, TX based firm that will be part of USRP’s national network of benefits and retirement plan providers serving the K-12 education market.

Riata was founded by Rusty Freeman in 1981, and currently serves more than 12,000 individual clients in over 22 Independent School Districts (ISDs) throughout central Texas. Riata works closely with another USRP Partner Firm, United Specialty Benefits (USB) of Bedford, TX. They utilize USB’s web-based system, *InRoll*, to enroll, administer and service core and voluntary benefits, as well as Section 125 plans for ISDs and their employees.

“When it comes to employee benefit administration, the bottom line is customer satisfaction. Riata creates partnerships with our clients to offer streamlined and flexible benefits packages that employers can feel confident in offering to their employees,” said Mr. Freeman, Riata President.

“Riata is a terrific addition to our team. They’re strategically located between two large Texas markets, Austin and San Antonio, so they dramatically improve our benefits ‘footprint’ in Texas. Their attention to personal service has contributed greatly to their success to date,” said Mark M. Skinner, President and CEO of USRP.

About U.S. Retirement Partners, Inc.

U.S. Retirement Partners, with headquarters in Iselin, NJ is the nation’s largest independent K-12 public school benefits and retirement services firm with over 550,000 clients serviced through 20 regional Partner Firms.

Visit www.usretirementpartners.com for more information.

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