



America Saves Week is February 21 – February 28, 2010.
Go to www.americasavesweek.org and learn how you and your organization can participate.

MetLife Introduces New Innovative Book For Leveraging Benefits to Maximize Business Results

MetLife is pleased to announce the release of *The Benefits Edge: Honing the Competitive Value of Employee Benefits*, written by industry expert Dr. Ron Leopold. Grounded in MetLife research, *The Benefits Edge* contains pragmatic principles and ideas designed to help you make a more strategic investment in employee benefits--one that optimizes return on benefits investment and delivers a greater competitive advantage.

You'll learn about four distinct employer benefits profiles, how to identify your own organization's profile and ways you can use the resulting insights to implement a systemic approach within your own company, including how to:

- Assess the competitiveness of your current benefits program
- Reorient the benefits discussion for senior management away from benefits as a necessary cost to a measurable investment in business results
- Craft actionable solutions for challenging economic times in a way that helps direct every benefits dollar towards clearly defined objectives

Visit <http://whymetlife.com/benefitsedge/> to order your complimentary copy of *The Benefits Edge* and learn more about creative benefit solutions that address both employee needs and cost control issues. Also on <http://whymetlife.com/>, read an excerpt, view a multimedia presentation or listen to a podcast in which Dr. Leopold shares key insights from his exciting new book.