

**PRESS RELEASE**

February 23, 2015

Avida International is pleased to announce that Don Ezra will join its Advisory Board.

Don Ezra recently retired as co-chair, global consulting for Russell Investments worldwide. Don is a fellow of the American Savings Education Council and is a member of Advisory Board of the World Pension Summit. His books include Pension Fund Excellence (1998) and The Retirement Plan Solution: The Reinvention of Defined Contribution (2009), as well as the philosophical Happiness: The Best is Yet to Come (2014). Among many awards, he received EBRI's Lillywhite Award in 2004 for extraordinary lifetime contributions to Americans' economic security. Don is lecturer at the Board Effectiveness Program for Pension and Other Long-Horizon Investment Institutions of the Rotman International Centre for Pension Management.

Asked for his motivation in joining Avida's Advisory Board, Don said: "The people at Avida are outstanding and I've known some of them for a long time. Their work on pension fund organisation and operations is both fascinating and very worthwhile. I'm looking forward very much to our interaction."

Commenting on Don's arrival, chairman of the Advisory Board Paul Boerboom said: "We are delighted that Don is joining us. Together with Gordon Clark, Don will bring a tremendous amount of inspiration and experience, allowing us to continue to strengthen our position as thought leaders in building world class investment organisations."

**About Avida:**

Founded in 2006, Avida has built a strong track record for optimising pension funds' investment organisations and improving their relationships with key external service providers such as custodians, investment advisors and asset managers.

Avida advises more than 30 clients in Europe and the UK, with assets of more than £200bn.

**For more information:**

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