



Copy

Client: TIAA-CREF
Job No: 50210002-1
Date: September 6, 2013
Revision No: 4
Job: TIAA Women's Initiative Video
Ad-ID:
Page No: 1 of 1

THIS FILM SHOWCASES WOMEN'S DETERMINATION TO MAKE THEIR RETIREMENT EXACTLY WHAT THEY WANT IT TO BE. IT'S AN INSPIRING MESSAGE ABOUT THE CONTROL WOMEN CAN HAVE OVER THEIR FINANCIAL LIVES AND IMPLIES THE SUPPORT OF A BROADER FEMALE COMMUNITY.

THE PASSIONATE NARRATIVE IS DELIVERED OVER PORTRAITS OF REAL WOMEN.

VO: When I get there I will not be surprised that it isn't at all what I always thought it would be.

I will not wonder what to do next or regret what I should have done before.

I'll have a plan. And I'll feel great.

When I get there, I want it to be like a bowl full of cherries.

The fruits of my labor. Sweet.

When the work is done and I get there, I want to see what I've built, and think, yeah, now that's what I'm talking about: golden years that are solid gold.

When I get there, I'll be exactly where I want to be.

Not because I left it to chance or to tomorrow or to someone else.

But because I know that getting what I want starts, and ends, with me.

SUPER: It's time to talk about your retirement. And start investing like a woman.

LEGAL: C11766

To live on landing page and in body of e-mail:

CTA: Go to tiaa-cref.org/women

LEGAL: Investment products, insurance and annuity products: are not FDIC insured, are not bank guaranteed, are not deposits, are not insured by any federal government agency, are not a condition to any banking service or activity, and may lose value. TIAA-CREF Individual & Institutional Services, LLC and Teachers Personal Investors Services, Inc., members FINRA, distribute securities products. C11766