Email Touch One Sample: EasyEnroll Newly Eligible to Enroll Trigger Communications

Subject: Take 1 minute to EasyEnroll in your workplace savings plan now.
Preheader: A new, easy way to get started in your workplace savings plan. Enroll right now.

To view this email as a web page, go here.

[[FIRST NAME]] [[LAST NAME]]
<Long PLan Communication Name 1> <Long PLan Communication Name 2>

Secure Login

Easy today.
Smart going forward.

In just 60 seconds, get started in your workplace savings plan right now on your smartphone, tablet or computer.

EasyEnroll now

Choose a savings approach that suits you today—then, feel free to adjust it any time to fit your changing needs.

Questions about enrolling? Talk to a Fidelity Representative at 866-711-0352.

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Investing involves risk, including risk of loss.

The plan is intended to be a participant-directed plan as described in Section 404(c) of ERISA, which means that fiduciaries of the plan are ordinarily relieved of liability for any losses that are the direct and necessary result of investment instructions given by a participant or beneficiary.

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