



**Excellence in Shareholder Communications Recipients
Awarded by the Mutual Fund Education Alliance
Presented October 21, 2010—Chicago**

The recipients of the 2010 STAR Awards:

Community Investment Award	Aberdeen Asset Management		
RETAIL COMMUNICATIONS			
Category	Small Company	Medium Company	Large Company
Overall Communications Effort	U.S. Global Investors	Matthews Asia Funds	Vanguard
Introduction Kit	Saturna Capital	Matthews Asia Funds	
Annual Report	TIE: Hennessy Funds Saturna Capital	Ariel Investments	Fidelity Investments
Educational Brochure		Calvert Investments	Fidelity Investments
Printed Newsletter		Matthews Asia Funds	American Century Investments
Magazine	U.S. Global Investors		TIE: Charles Schwab T. Rowe Price
Special Communications		The Royce Funds	Vanguard
Special Retirement Communications	Parnassus Investments		BlackRock
Electronic Newsletter	U.S. Global Investors	Matthews Asia Funds	Vanguard
Online Marketing Campaign	Heartland Advisors	Ariel Investments	Fidelity Investments
Social Media Campaign			Putnam Investments
Online Innovation	U.S. Global Investors	TIAA-CREF Mutual Funds	T. Rowe Price
Website	U.S. Global Investors	Rydex/SGI	TIE: Franklin Templeton Investments Nuveen Investments
Print Ad Campaign			Franklin Templeton Investments
Multi-Media Ad Campaign		Ariel Investments	Franklin Templeton Investments
Wild Card	U.S. Global Investors		Vanguard

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ADVISOR COMMUNICATIONS			
Category	Small Company	Medium Company	Large Company
Overall Communications Effort	Heartland Advisors	RidgeWorth Investments	Franklin Templeton Investments
Introduction Kit	Westcore Funds	RS Investments	Janus Capital Group
Newsletter		The Royce Funds	Artio Global Investors
Printed Communications	Forward Funds	RidgeWorth Investments	Columbia Management
Special Communications	Hennessy Funds	Transamerica Retirement Services	BlackRock
Communications Campaign	Heartland Advisors	RS Investments	Franklin Templeton Investments
Electronic Newsletter	U.S. Global Investors		T. Rowe Price
Online Advisor Services		RidgeWorth Investments	John Hancock Funds
Online Marketing Campaign	Hennessy Funds	The Royce Funds	Franklin Templeton Investments
Online Innovation		RidgeWorth Investments	
Website	Westcore Funds	The Royce Funds	Janus Capital Group
Print Ad Campaign	Aberdeen Asset Management		Principal Funds
Multi-Media Ad Campaign	Aberdeen Asset Management		Putnam Investments
Wild Card	Heartland Advisors	The Royce Funds	Franklin Templeton Investments
PLAN PARTICIPANT COMMUNICATIONS			
Category	Small Company	Medium Company	Large Company
Overall Communications Effort		TIAA-CREF Mutual Funds	Vanguard
Introduction Kit/Education Kit		TIAA-CREF Mutual Funds	Vanguard
Ongoing Education Brochure		TIAA-CREF Mutual Funds	Vanguard
Newsletter		Transamerica Retirement Services	T. Rowe Price
Plan Conversion Communications			New York Life Retirement Plan Services
Retirement Communications		TIAA-CREF Mutual Funds	Vanguard
Plan Participant Program Campaign		Transamerica Retirement Services	Fidelity Investments
Plan Sponsor Communications			Fidelity Investments
Email Communications			Vanguard
Wild Card			TIE: ICMA-RC Putnam Investments

Editor's Note: For more complete information, including the title and/or name of a winning entry as well as judges' comments, please contact the Alliance at 816-454-9422, ext. 110.