



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION CONTACT:

Kimber L. Lintz, Program Director

816.454.9422, ext. 110

klintz@mfea.com

**Aberdeen Asset Management Receives
Community Investment Award**

Aberdeen Asset Management Inc. has been named the recipient of the Mutual Fund Education Alliance's **Community Investment Award** for 2010, in recognition of the company's commitment to community investments. The award was bestowed at the MFEA's 2010 **STAR Awards** presentation held at The Mid-America Club in Chicago on October 21. This prestigious award is presented annually by the MFEA and was created to recognize the mutual fund firm that most effectively uses its resources to support the community through special programs, partnerships, in-kind goods and services, and employee volunteerism in community programs and philanthropic efforts.

Accepting the award for Aberdeen, Gary Marshall, Chief Executive, commented on his firm's commitment to preserving their home town's Dad Vail Regatta. "We are greatly honored to be awarded the MFEA's Community Investment STAR Award for our sponsorship of the Aberdeen Dad Vail Regatta, the largest collegiate rowing event in North America. The event has been a hallmark in our U.S. home town of Philadelphia since 1953 and we were privileged to have the opportunity to play a key role in 'saving' the event for the city and the local community. Our approach to asset management embodies many of the values we see in the sport of rowing: strong teamwork, a shared collegiate approach to problem-solving, and a keen competitive spirit, set against a backdrop of academic achievement. It was particularly rewarding to us to see first hand the positive impact our sponsorship had on students and spectators participating in an event which had been raised to a new level, and to receive such a positive reaction from the local community at large."

Aberdeen's commitment to the Aberdeen Dad Vail Regatta not only ensured that the event would remain in Philadelphia, but has also paved the way for the ongoing development of the regatta, helping to build it into a truly world-class event. In addition to Aberdeen's financial contribution, corporate employees freely gave their time to serve as event day volunteers and ambassadors.

"Aberdeen Asset Management is an exemplary example of how mutual fund firms can play a significant role in their community by getting involved," said Brian Smith, MFEA Director. "Their willingness to 'save' the Dad Vail Regatta enabled this prestigious college rowing event to continue to grow and be recognized as one of the premier events in the sport."

The **STAR Awards for Excellence in Shareholder Communications** also were presented at the dinner. The **STAR Awards** program is a prestigious recognition of mutual fund companies who excel in investor education, marketing, education and communications for fund shareholders, advisors and the investing public. (See separate press release for details.)

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The Mutual Fund Education Alliance is a national trade association of mutual fund firms providing a unique forum to exchange ideas and discuss issues that help make their businesses successful. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how to achieve important lifetime goals using mutual funds.