



FOR IMMEDIATE RELEASE
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Mutual Fund Companies Honored for Communications Excellence

The Mutual Fund Education Alliance announced winners of the 2010 **STAR Awards** for Excellence in mutual fund marketing and communications Thursday evening at The Mid-America Club in Chicago. The **STAR Awards** are presented annually by the Mutual Fund Education Alliance (MFEA), a national mutual fund industry trade association, and have become a prestigious recognition of companies in the fund industry who excel in marketing, education and communications for shareholders, advisors and the investing public. Top awards for outstanding overall communications were presented, as well as awards for achievement in specific categories, based on a company's assets under management.

The top **STAR Awards** for Excellence in Overall Communications were presented to the following:

RETAIL COMMUNICATIONS		
Small Companies	Up to \$5 billion in assets	U.S. Global Investors
Medium Companies	\$5 - \$35 billion in assets	Matthews Asia Funds
Large Companies	Over \$35 billion in assets	Vanguard
ADVISOR COMMUNICATIONS		
Small Companies	Up to \$5 billion in assets	Heartland Advisors
Medium Companies	\$5 - \$35 billion in assets	RidgeWorth Investments
Large Companies	Over \$35 billion in assets	Franklin Templeton Investments
PLAN PARTICIPANT COMMUNICATIONS		
Medium Companies	\$5 - \$35 billion in assets	TIAA-CREF Mutual Funds
Large Companies	Over \$35 billion in assets	Vanguard

Attached is a complete list of the STAR Awards winners in all categories.

Now in its 14th year, the **STAR Awards** program continues to distinguish itself as the premier fund industry competition and is unique in that members of the MFEA serve as judges and evaluate the programs of their peers. That, according to MFEA Program Director Kimber Lintz, is one of the most gratifying aspects of the awards program. "To be fairly evaluated by your colleagues, who are your competitors, provides a great sense of achievement," says Lintz.

In addition, the prestigious **Community Investment Award** was presented to Aberdeen Asset Management of Philadelphia, PA. (See separate press release for details.)

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The Mutual Fund Education 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.