



FOR IMMEDIATE RELEASE
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FOR MORE INFORMATION
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Call for Entries Issued for Mutual Fund Awards Competition Entry Deadline June 10, 2008

The **Call for Entries** has been issued for the 12th Annual **STAR Awards** competition for mutual fund companies. Entry forms are now available online at www.mfea.com/StarAwards and must be submitted by the June 10 deadline.

The Mutual Fund Education Alliance's **STAR Awards** is the only industry-wide program where mutual fund companies compete for the highest honors in communications, education, e-commerce, marketing and community service, as judged by industry peers. Awards are presented in three distinct classifications based on assets under management and encompass 32 award categories—including the coveted Overall Communications Award, presented to the top firm in each asset level for excellence in multiple media. Last year's overall winners were Old Mutual Investment Partners, Ariel Mutual Funds, and John Hancock Funds.

Again this year, the Community Investment Award and the Excellence in Investor Education Award will be presented. The Community Investment Award recognizes a firm's philanthropic efforts through special programs, partnerships, in-kind goods and services and employee volunteer programs. The Excellence in Investor Education Award honors an individual or organization for outstanding efforts in helping investors understand and be successful in mutual fund investing. Nominations for this award are submitted by mutual fund companies. Past nominees have included financial writers and editors, as well as fund industry executives.

The deadline to enter the competition is June 10 and winners will be announced during the **STAR Awards Presentation Dinner**, September 16 at the Swissôtel Chicago. The Dinner is being held in conjunction with the MFEA's annual Executive Council Forums, September 16-17, which bring together fund industry executives in fund marketing, distribution and eCommerce. Corporate Sponsor of the **STAR Awards** is Custom Solutions from SmartMoney.

For more information about the **STAR Awards** competition and entry details, visit www.mfea.com/StarAwards or contact the MFEA at 816.454.9422, ext. 110.

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The Mutual Fund Education Alliance is the national trade association of mutual fund marketers and distributors. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how to achieve important lifetime goals using mutual funds. The members of the Alliance represent over \$5 trillion in mutual fund assets.