



FOR IMMEDIATE RELEASE
October 25, 2007

FOR MORE INFORMATION CONTACT:
Michelle A. Smith, Managing Director
816.454.9422, ext. 150
masmith@mfea.com

Lawrence Strauss Receives Excellence in Investor Education Award



Barron's mutual funds editor Lawrence Strauss has received the Excellence in Investor Education Award in recognition for his work in investor education and his ongoing contributions to helping people understand mutual funds. The award was presented by the Mutual Fund Education Alliance (MFEA), the industry trade association for mutual fund marketers and distributors, as part of its 2007 **STAR Awards** celebration held at The Mid-America Club in Chicago. Established in 1996, The **STAR Awards** has become the premier fund industry awards competition, recognizing mutual fund companies for excellence in communications, marketing and education programs for shareholders and the investing public. (See separate press release.)

Strauss joined *Barron's* online in 1988, writing and editing the "Weekday Trader" column. His duties included overseeing the weekly Electronic Q&A, an interview featuring fund managers. He was promoted to senior editor in 1999. He joined

Barron's magazine as mutual fund editor in 2003 and is responsible for asset-management coverage. He is a long time advocate of mutual fund reporting that helps investors understand mutual funds so they can utilize them to reach their investment goals.

In presenting the Award to Strauss in Chicago, MFEA Managing Director Michelle Smith commended Lawrence for his commitment to the investor, communicating financial information with clarity and depth—and the simplicity required to reach all investors.

In accepting the award, Strauss noted, "I'm always amazed at how much work remains to improve financial literacy in this country. We've certainly made some strides, thanks partly to some hardworking people in the mutual-fund industry, various financial journalists and thoughtful advisers, but we still have a long way to go. To all of those people doing the good work, keep it up. It's an extremely important and worthy goal."

###

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 \$6 trillion in mutual fund assets.