



FOR IMMEDIATE RELEASE
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FOR MORE INFORMATION

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Mutual Fund Awards Competition Announces Call for Entries Entry Deadline July 10, 2007

The Call for Entries has been issued for the Mutual Fund Education Alliance's 11th Annual **STAR Awards** competition for mutual fund companies.

The MFEA's **STAR Awards** is the only industry-wide program where mutual fund companies compete for the highest honors in investor 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 28 award categories, including the coveted Overall Communications Award, presented to the top firm in each asset level for excellence in communication in multiple media. Last year's overall winners were Wells Fargo Advantage Funds, John Hancock Funds, and Oak Associates Funds.

Again this year, the STAR Awards will present the Community Investment Award and Excellence in Investor Education Award. The Community Investment Award recognizes a firm's philanthropic efforts through special programs, partnerships, in-kind goods and services and employee volunteer programs in their community. The Excellence in Investor Education Award honors an individual or organization for excellence in helping investors to understand and be successful in mutual fund investing. Nominations for this award are submitted by fund companies.

New this year is the addition of a Wild Card category which allows companies to submit a special or unique effort that does not fit into other categories.

The deadline for **STAR Awards** entries is July 10, 2007.

STAR Awards winners will be announced during the **STAR Awards** Presentation Dinner on October 24, 2007 at The Mid-America Club atop the Aon Building in Chicago. The Dinner is being held in conjunction with the MFEA's annual Executive Council Forums on October 24-25, which bring together leaders in the industry to discuss issues and trends in fund marketing and distribution.

For more information about the **STAR Awards** competition and entry details, visit <http://starawards.mfea.com> 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 \$6 trillion in mutual fund assets.