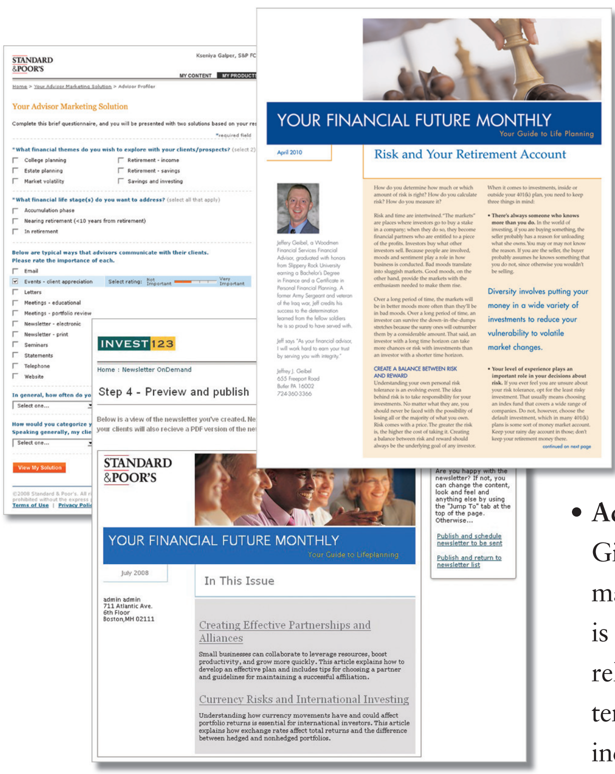
STANDARD
&POOR'S

Financial Communications

Advisor Communication Tools



Are your advisors communicating enough with their clients? Most likely, the answer is no. Today's investors want *more* contact and *better* information from their advisors. That's where Standard & Poor's Financial Communications comes in.

We've created a suite of professional, powerful tools to help advisors communicate more effectively. Our easy-to-use advisor tools offer best-in-class presentation with personalization options and include both timely and evergreen content written by the experts at Standard & Poor's Financial Communications. For firms, our tools come with a variety of administrative options so you can determine the features and settings appropriate for your business.

- **Advisor Marketing Solutions —** Give your advisors access to proven marketing materials. Each solution is anchored by a dynamic seminar, a related worksheet, and an invitation template. Additional content includes charts, prospecting letters, and sales aids.
- **Newsletter OnDemand —** Advisors can create professional, personalized e-newsletters using an innovative online tool that offers best-in-class presentation, an extensive library of FINRA-reviewed articles, full reporting and archiving capabilities, and integrated Web site promotion.
- **Interactive Site Solutions —** Help advisors build out their Web sites and educate their clients with timely, relevant content on a variety of financial topics. Each package includes articles and interactive learning tools that cover a variety of topic areas and life stages so advisors can segment to their client base.
- **Personalized Print Newsletters — NEW!** Do your advisors want a professionally printed client newsletter? We've got the solution. Our print newsletters come in two- or four-page options and can be set up for monthly or quarterly delivery. You can easily place orders online as well as personalize each issue with the advisor's logo, photograph, and contact information.

It's never been easier — or more important — to leverage client communication to build an advisory business. Ask about our special affiliate pricing.

For more information, contact an S&P Financial Communications Sales Representative.

Standard & Poor's
Financial Communications
111 Huntington Avenue, Sixth Floor
Boston, Massachusetts 02199
p.800.326.7697
f.857.383.5744
http://fc.standardandpoors.com