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FRC ANNOUNCEMENT

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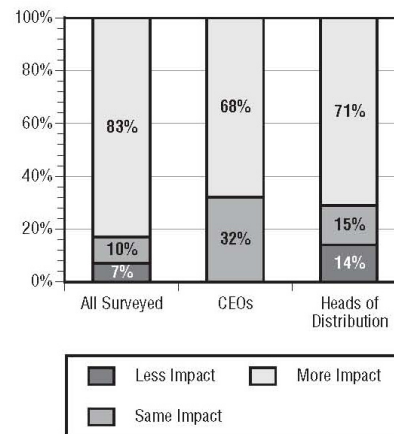
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Financial Execs Expect Marketing's Contribution to Rise in Coming Years, According to Recent FRC and SwanDog Study

April 17, 2008, Boston, MA – With the vast majority, 83%, of financial services executives believing that marketing's impact will grow over the next five years, firms must transform their marketing areas from communications and sales support engines to strategic functions, according to a recent study entitled “*Beyond the Collateral: Unlocking Marketing's Strategic Potential for Competitive Advantage*” published by Financial Research Corporation (FRC) and SwanDog Strategic Marketing. Findings are based on 125 survey responses, as well as dozens of in-person interviews with senior management, heads of distribution, and marketing leaders from both large and small financial services firms. The study also draws upon the authors' collective 80+ years as marketing practitioners in the financial space.

EXHIBIT 6-1
Marketing's Impact Over the Next Five Years



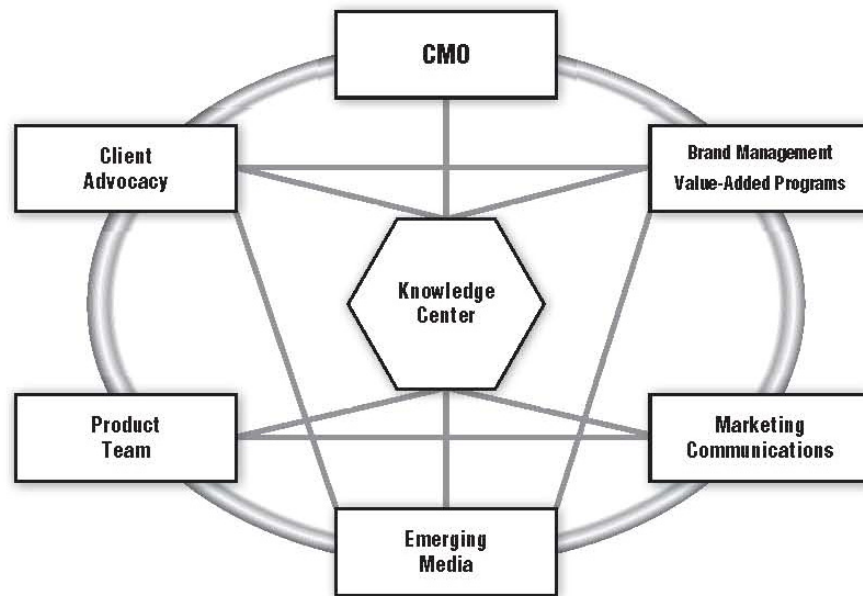
Sources: SwanDog Strategic Marketing, Financial Research Corporation (FRC)

“As firms look for new ways to advance their business in coming years, they’ll need to rethink the role that marketing plays and reshape both its organization and the investment in it,” said Dave Swanson, founder and managing principal of SwanDog. “This is true for both large and small firms. And while it won’t be easy, we believe the competitive

benefit gained by adopting a more progressive, ALL-IN™ approach to marketing will prove to be the very catalyst for differentiation that financial services firms are seeking.”

In the study, FRC and SwanDog provide a roadmap for transitioning from current marketing models to the ALL-IN™ marketing model, which expands to include brand management, client advocacy, and emerging media.

EXHIBIT ES-8
The ALL-IN™ Marketing Model



Sources: SwanDog Strategic Marketing

The study also presents insights into the implications, obstacles, and benefits of implementing a new marketing model for small-, mid-, and large-sized firms.

“Of course, our recommendation doesn’t look quite like a traditional stacked–box hierarchical organization,” said Swanson. “That’s because we believe that, much like siloed organizations, that approach had the tendency to box responsibilities in at a functional level, inhibiting knowledge transfer, limiting the ability to respond to new resource demands, and hindering collaborative efforts. We find this model sets the stage to form cross-functional teams to take on major strategic initiatives. It also clearly

segregates the strategic and tactical functions. In my experience, strategy always gives way to the needs of the day.”

For a more complete and detailed review of the survey results, please contact Dave Swanson at (630)717-2762 or e-mail dswanson@swandogmarketing.com.

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About SwanDog Strategic Marketing

Chicago-based SwanDog is a marketing consulting firm founded by investment industry executives.

We partner with firms to develop their competitive advantage in the marketplace, by:

- Unlocking their marketing organization’s strategic potential
- Helping energize and empower marketing teams
- Developing products and programs that their customers find meaningful

Building sustainable differentiation through branding efforts SwanDog exclusively serves the financial industry, with special expertise in business to business marketing.

About Financial Research Corporation

Financial Research Corporation (FRC) provides the knowledge to build stronger relationships through product development and management, distribution solutions, and marketing strategies. For more than 20 years, our insightful research and consulting services have been assisting marketing, product development, and strategic planning professionals in the creation of innovative products and services. Based in Boston, FRC is at the forefront of assisting its clients to comprehend and respond to the rapid changes occurring in the manufacture and distribution of investment products. Our more than 200 clients include the world’s leading asset managers and distributors. For more information, visit the FRC Website at www.frnet.com.

