

MEMO# 4028

August 19, 1992

SEC'S "OFF-THE-PAGE SALES" PROPOSAL

August 19, 1992 TO: DIRECT MARKETING COMMITTEE NO. 33-92 PUBLIC INFORMATION COMMITTEE NO. 35-92 SALES FORCE MARKETING COMMITTEE NO. 34-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 26-92 RE: SEC'S "OFF-THE-PAGE SALES" PROPOSAL

_____ The SEC staff proposal to permit "off-the-page" sales of mutual fund shares from ads seems to have created confusion as to what would actually be permitted when such a rule goes into effect. We are sending the attached Q&A on this subject to the news media and thought you would be interested in seeing a copy. Erick Kanter Vice President, Public Information & Marketing

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