

MEMO# 5340

November 18, 1993

PAPER ON MUTUAL FUND FACTS

November 18, 1993 TO: DIRECT MARKETING COMMITTEE NO. 57-93 INDUSTRY STATISTICS COMMITTEE NO. 17-93 PUBLIC INFORMATION COMMITTEE NO. 60-93 RESEARCH COMMITTEE NO. 37-93 SALES FORCE MARKETING COMMITTEE NO. 54-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 47-93 RE: PAPER ON MUTUAL FUND FACTS

In response to the increase in recent months of news stories about "mutual fund mania" and other exaggerations and oversimplifications about funds, we recently produced a paper entitled "Frequently Overlooked Facts About Mutual Funds." The paper was distributed to our national news media list in October, and has produced favorable responses from a number of financial writers and editors. A copy of the paper is attached in the event that you want to use some of these "overlooked facts" in your own communications activities. For your information, we have also attached copies of several articles that have referred to the paper. Please call me at 202/955-3530 if you have any questions. L. Erick Kanter Vice President, Public Information and Marketing

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