

MEMO# 5762

April 5, 1994

UPDATED PAPER ON MUTUAL FUND FACTS

April 5, 1994 TO: DIRECT MARKETING COMMITTEE NO. 10-94 INDUSTRY STATISTICS COMMITTEE NO. 7-94 MARKETING POLICY COMMITTEE NO. 17-94 PUBLIC INFORMATION COMMITTEE NO. 13-94 RESEARCH COMMITTEE NO. 11-94 SALES FORCE MARKETING COMMITTEE NO. 11-94 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 9-94 RE: UPDATED PAPER ON MUTUAL FUND FACTS

_____ In response to numerous news stories about "mutual fund mania" and other exaggerations and oversimplifications about funds, we produced a paper last October entitled "Frequently Overlooked Facts About Mutual Funds." The paper was distributed to our national news media list at that time, and produced favorable responses from a number of financial writers and editors. An updated version of the paper is attached in the event that you want to use some of these "overlooked facts" in your own communications activities during the current period of market turmoil. Please call me at 202/326-5860 if you have any questions. L. Erick Kanter Vice President, Public Information & Marketing

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