



**FOR IMMEDIATE RELEASE**

October 8, 2015

### **STAR Retirement Awards Winners Announced**

The **MFEA STAR Awards** program is pleased to announce the recipients of the 2015 STAR Retirement Awards. The program's newest category, launched in 2014 in conjunction with PLANSPONSOR, recognizes the best-in-class marketing and communications to the multi-faceted and highly-competitive retirement marketplace.

The top winner is **J.P. Morgan Asset Management** who received multiple awards including the **Overall Retirement Communications Award** for their work, acknowledging a firm's all-around, cohesive effort in communicating with retirement plan decision makers and participants. A complete list of STAR Awards winners in the Retirement area is attached. Additional information can be found at the STAR Awards Website at [theSTARAwards.com](http://theSTARAwards.com).

According to MFEA Director Kimber Lintz, "the expanded emphasis on retirement categories recognizes the significant ways that fund companies help investors reach their retirement goals through the effective use of 401k's and other employer programs." Lintz explains that this is consistent with MFEA's long-standing focus on investor education and engagement in the investment process. "We are pleased to have such a prestigious supporter in PLANSPONSOR, a partner who well understands the importance of education and communication."

Now in its 19<sup>th</sup> year, MFEA's **STAR Awards** is the mutual fund industry's preeminent awards competition, recognizing excellence in marketing, communications and digital efforts to investors and intermediaries in three main segments: Retail, Advisor and Retirement. Awards are presented in four asset levels and are evaluated by an industry panel of marketing, communications and digital executives. Retail and Advisor STAR Awards winners will be announced at the STAR Awards Celebration in Chicago on October 15.

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## 2015 STAR Retirement Awards Winners

<b>Medium Asset Class (Over \$5 &amp; Up to \$35 Billion AUM)</b>	
<b>Company</b>	<b>Category</b>
RidgeWorth Investments	Website Thought Leadership/White Papers
ICMA-RC	Digital Innovation
<b>Large Asset Class (Over \$35 &amp; Up to \$100 Billion)</b>	
<b>Company</b>	<b>Category</b>
Lincoln Financial Group	Ongoing Education Special Campaign
TIAA-CREF	Digital Communications
<b>Large Plus Asset Category (Over \$100 Billion AUM)</b>	
<b>Company</b>	<b>Category</b>
J.P. Morgan Asset Management	OVERALL RETIREMENT COMMUNICATIONS Special Campaign Digital Communication
Vanguard	Ongoing Education Digital Innovation
Invesco	Thought Leadership/White Papers
MetLife Insurance Company	Events & Conferences
Principal Funds	Plan Conversion Communications