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## **Nuveen Honored for its Excellence in Mutual Fund Communications**

- **Nuveen Honored for Marketing Communications at MFEA STAR Awards**
- **Nuveen Received Overall Award for Fourth Year in a Row**
- **Firm Recognized Across 10 Distinct Communications Categories**

CHICAGO, October 21, 2016 – Nuveen, a leading global provider of investment services to institutions as well as individual investors, was honored at the 2016 Mutual Fund Education Alliance (MFEA) STAR Awards for excellence in marketing and communications among large fund families. For the fourth year in a row, Nuveen was recognized as a broad category winner, receiving the Overall STAR Award for Retail Communications among large firms with up to \$100 billion in mutual fund assets under management. These awards are given to the firm that demonstrates outstanding achievement in communicating with and marketing to investors in ways that support shareholders and their investment goals. Nuveen also earned 10 individual STAR Awards in the following Retail and Advisor Communications categories:

### **Overall Communications Awards**

#### **Overall Retail Communications – Large Asset Level**

### **Individual Awards—Retail Communications**

#### **Educational Brochure**

- Reinventing Retirement Income: Is Your Portfolio Retirement Ready?

#### **Marketing Campaign**

- Reinventing Retirement Income

#### **Advertising Campaign**

- Reinventing Retirement Income: "What's On Your Bucket List?"

#### **Marketing Wild Card**

- Chicago Cubs Legacy Partner Program

#### **Website**

- CEFCConnect: The Authority on Closed-End Funds

#### **Mobile Website**

- Experts in Dividend Growth: Santa Barbara Asset Management Mobile Website

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## **Individual Awards—Advisor Communications**

### **Introduction Kit**

- Building Lasting Value: An Introduction to Nuveen

### **Special Communications**

- Chart Talk - Opportunities in Municipal Bonds

### **Marketing Wild Card**

- DOL Fiduciary Rule Advisor Resource Center

### **Social Media**

- Nuveen Municipal Bond Investment Center

"We are pleased and grateful for this industry recognition, as our teams are committed to crafting meaningful content and programs that support financial advisors working to achieve their clients' long-term financial goals," said Sarah Chodera, Managing Director, Retail Marketing. "It is an honor to be recognized given the high-caliber work produced by our peers; and it further reinforces the value we place on providing quality content that helps advisors better prepare, educate, and guide their clients."

## **About the MFEA STAR Awards**

The STAR Awards program was designed to honor the fund industry for its extraordinary efforts to communicate with and market to investors in ways that support shareholders and their investment goals. Over the years, it has distinguished itself as the premier fund industry competition that encourages excellence and fosters improvement and innovation.

## **About Nuveen**

Nuveen provides investment solutions designed to help secure the long-term goals of individual investors and the advisors who serve them. Through the investment expertise of leading asset managers across traditional and alternative asset classes, Nuveen is committed to delivering consultative guidance that aligns with client needs. Nuveen is an operating division of TIAA Global Asset Management. For more information, please visit the Nuveen website at [www.nuveen.com](http://www.nuveen.com).

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