



**Fund Industry Celebrates
2016 STAR Awards Winners**

The Mutual Fund Education Alliance (MFEA) has announced winners of the **2016 STAR Awards**. The awards were presented Tuesday at The Mid-America Club in Chicago at the 20th annual STAR Awards celebration. The national **STAR Awards** program recognizes excellence in marketing, communications and innovation in the asset management industry.

This year's top winners were **Aberdeen Asset Management, J.P. Morgan Asset Management, Nationwide, Nuveen Investments, OppenheimerFunds and U.S. Global Investors**, all taking home an **Overall Communications Award** and/or **Overall Digital/Technology Award** in the Retail, Advisor and/or Retirement areas.

Nationwide also earned the industry's prestigious **Community Investment Award**, which honors mutual fund firms that effectively utilize resources to support the community through special programs, partnerships, in-kind goods and services and employee volunteerism in community programs and philanthropic efforts.

Each year, winners are selected from hundreds of entries judged by an industry panel of mutual fund marketing and communications executives.

Visit <https://thestarawards.com/2016-star-awards-winners> to view all STAR Awards winners.

Following are winners of the 2016 **Overall Awards**:

RETAIL COMMUNICATIONS		
Small Company	Up to \$10 billion in assets	U.S. Global Investors
Medium Company	Over \$10 up to \$50 billion in assets	Aberdeen Asset Management
Large Company	Over \$50 up to \$100 billion in assets	Nuveen Investments
Large Plus Company	Over \$100 billion in assets	OppenheimerFunds
RETAIL DIGITAL/TECHNOLOGY		
Small Company	Up to \$10 billion in assets	U.S. Global Investors
Medium Company	Over \$10 up to \$50 billion in assets	Aberdeen Asset Management
Large Plus Company	Over \$100 billion in assets	OppenheimerFunds
ADVISOR COMMUNICATIONS		

Small Company	Up to \$10 billion in assets	U.S. Global Investors
Medium Company	Over \$10 up to \$50 billion in assets	Aberdeen Asset Management
Large Company	Over \$50 up to \$100 billion in assets	Nationwide
Large Plus Company	Over \$100 billion in assets	OppenheimerFunds

ADVISOR DIGITAL/TECHNOLOGY

Small Company	Over \$10 billion in assets	U.S. Global Investors
Medium Company	Over \$10 up to \$50 billion in assets	Aberdeen Asset Management
Large Company	Over \$50 up to \$100 billion in assets	Nationwide
Large Plus Company	Over \$100 billion in assets	OppenheimerFunds

RETIREMENT COMMUNICATIONS

Large Plus Company	Over \$100 billion in assets	J.P. Morgan Asset Management
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*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.*

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FOR MORE INFORMATION CONTACT:

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