



**FOR IMMEDIATE RELEASE**

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### **2017 STAR Awards Winners Announced**

Kansas City, Mo. (October 26, 2017) — The Mutual Fund Education Alliance (MFEA) announced the winners of the 21<sup>st</sup> STAR Awards on October 25 at the J.W. Marriott Chicago. MFEA's national STAR Awards Program recognizes excellence in marketing, communications and innovation in the asset management industry.

Top winners for 2017 are Columbia Threadneedle Investments, Hennessy Funds, J.P. Morgan Asset Management, Matthews Asia, MetLife, OppenheimerFunds, T. Rowe Price and U.S. Global Investors — all taking home an Overall Communications Award in the Retail, Advisor or Retirement areas.

OppenheimerFunds also earned the industry's prestigious Community Investment Award, which honors a company that effectively utilizes resources to support the community through special programs, partnerships, in-kind goods and services and employee volunteerism in community programs and philanthropic efforts.

"In each of the 21 years of the STAR Awards, entries received are even more impressive than the year before," says Kimber Lintz, Director of MFEA. "The asset management industry continues to raise the bar and MFEA is honored to recognize these outstanding efforts."

Each year winners are selected from entries judged by fund industry marketing and communications executives, making this program highly-valued for its peer recognition approach. Participants also receive an evaluation scorecard for every entry, providing valuable insight teams can use to assess their communications efforts.

2017 Overall Award winners are:

**RETAIL COMMUNICATIONS**

<b>Small Company</b>	Up to \$10B in assets	<b>U.S. Global Investors</b>
<b>Large Plus Company</b>	Over \$150B in assets	<b>T. Rowe Price</b>

**ADVISOR COMMUNICATIONS**

<b>Small Company</b>	Up to \$10B in assets	<b>Hennessy Funds</b>
<b>Medium Company</b>	Over \$10B & up to \$50B in assets	<b>Matthews Asia</b>
<b>Large Company</b>	Over \$50B & up to \$150B in assets	<b>Columbia Threadneedle Investments</b>
<b>Large Plus Company</b>	Over \$150B in assets	<b>OppenheimerFunds</b>

**RETIREMENT COMMUNICATIONS**

<b>Medium Company</b>	Over \$10B & up to \$50B in assets	<b>MetLife</b>
<b>Large Plus Company</b>	Over \$150B in assets	<b>J.P. Morgan Asset Management</b>

The full list of 2017 STAR Awards winners can be viewed at [www.theSTARawards.com](http://www.theSTARawards.com).

**About MFEA**

The Mutual Fund Education Alliance (MFEA) is a national trade association dedicated to strengthening ways the investment management industry serves investors and advisors. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how they can use mutual funds to achieve important lifetime goals. MFEA members are among the leaders in the industry, offering a variety of financial services to investors. This strong industry alliance is well recognized for its leadership in investor education.

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