

About Ignites

Ignites, a Financial Times Service, is the leading U.S. online news service for professionals working in the mutual fund and exchange-traded fund investment industry. It is published every business morning at 8:00 EST and delivered electronically to our readers.

Ignites provides its readers with all the relevant fund management news in one place each day alleviating information overload. Coverage focuses on:

- | Financial advisors, distribution and marketing trends
- | The regulatory and compliance landscape
- | Technology changes and operational systems
- | Product development trends and product launches
- | Variable annuities and other retirement products
- | Fund flows and industry conferences
- | Key people moves

Ignites is a premium, paid-for news service — a rarity in a world of free news. *Ignites* is sold as a site license and is generally available on an opt-in basis to all the employees at a subscribing company. Subscribing company lists are available by request.

Targeting Your Audience

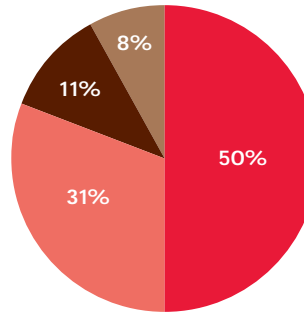
Ignites is read by fund company professionals, financial advisors, RIAs, industry service providers and others. Here are some statistics on our readership:

- | 74,000 industry professionals receive *Ignites*
- | 8,000 Financial Advisors receive *Ignites*
- | 83 of the 100 largest mutual fund companies subscribe to *Ignites*
- | 10 of the 10 largest ETF providers subscribe to *Ignites*
- | 7 of the 10 largest brokerages in the U.S. subscribe to *Ignites*
- | 169 RIA firms receive *Ignites*
- | \$16,900 is the average subscription price for *Ignites*

Usage

- | 21% subscriber growth since January 2011
- | 776,000 page views are served by *Ignites* each month
- | 122% increase in page views since January 2011
- | 2.9 million impressions are served each month

Who Reads Ignites?

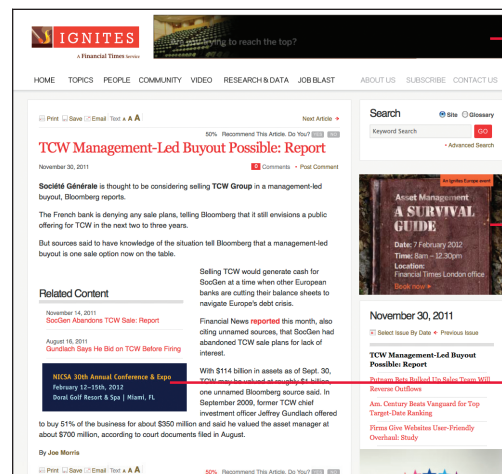


50% Executives:
Chief Officers, Managing Directors, Partners, EVPs/SVPs, Vice Presidents, Trustees and Board Members

31% Intermediaries:
Financial Advisors, RIAs and Brokers

11% Professionals:
Associates, Analysts, Wholesalers, Attorneys and Counsel

8% Other

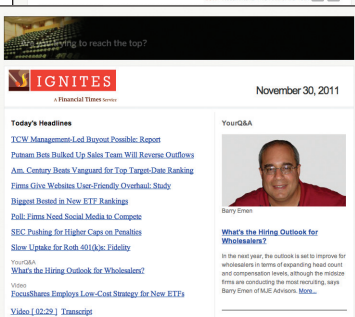


The screenshot shows the top portion of an article page. At the top is a navigation bar with the Ignites logo and menu items like HOME, TOPICS, PEOPLE, etc. Below is a search bar and a main article headline: "TCW Management-Led Buyout Possible: Report". The article text begins with "Société Générale is thought to be considering selling TCW Group in a management-led buyout, Bloomberg reports." There are also sections for "Related Content" and "Asset Management: A SURVIVAL GUIDE".

Leaderboard Prime

Medium Rectangle

3:1 Rectangle

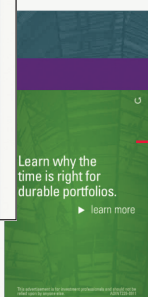


This screenshot shows a "Today's Headlines" section on the Ignites website. It features a list of article titles such as "TCW Management-Led Buyout Possible: Report", "Putnam Bet Bulked Up Sales Team, Will Reverse Outflows", and "Am. Century Bank Vanguared for Top Target-Date Ranking". There is also a "YourGAA" section with a profile picture and a "What's the Hiring Outlook for Wholesale?" section.



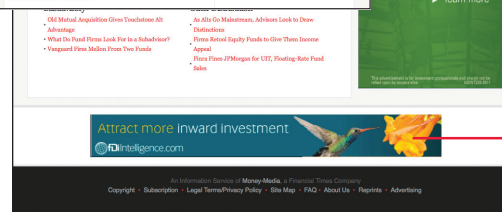
A medium rectangle advertisement featuring the text "True strength is demonstrated, not promised." and a star rating graphic.

Medium Rectangle



A half-page skyscraper advertisement with the headline "Learn why the time is right for durable portfolios." and a "learn more" button.

Half-Page Skyscraper



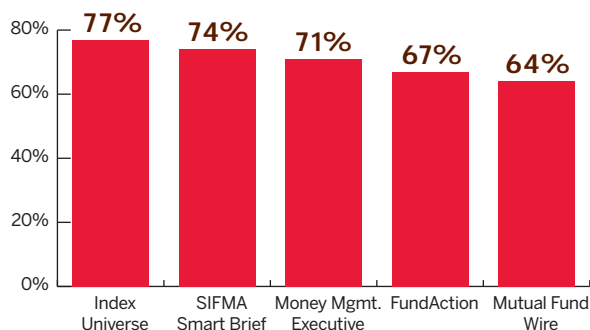
The bottom portion of the article page, showing a footer with an advertisement for "ID Intelligence" that says "Attract more Inward Investment". Below the ad is a copyright notice and navigation links.

Leaderboard Lower

E-mail Newsletter Example and Article Page Example

General Overview 2012

Ignites Readers Say They Don't Read...



Source: Ignites Reader Survey, February 2011

"Ignites is the first thing I read in the morning — even before the *Journal*."

David Sayles
Financial Advisor

Sample Subscribers

Top-Ranked Mutual Fund Subscribers

1	Vanguard Group
2	Fidelity Investments
3	Capital Research Management
4	PIMCO Funds
5	J.P. Morgan Chase & Co.
6	Franklin Templeton Investments
7	BlackRock Funds
8	Federated Investors
9	Bank of New York Mellon (Dreyfus)
10	T. Rowe Price

Source: Investment Company Institute (ICI) 2010

Top-Ranked ETF Subscribers

1	BlackRock
2	State Street Global Advisors
3	Vanguard
4	PowerShares (Invesco)
5	ProShares (ProFund Advisors)
6	Van Eck Associates Corp.
7	Wisdom Tree Investments
8	Barclays Capital
9	Rydex
10	Direxion

Source: 2010 Index Universe

Top-Ranked Brokerage Subscribers

1	Morgan Stanley Smith Barney
2	Bank of America Merrill Lynch
3	Chase
4	Wells Fargo Advisors
5	Genworth Financial
7	UBS
9	LPL Financial

Source: Cerulli Associates 2010

Large RIA Subscribers

Mercer Global Advisors (\$3.2 bil.)
Cornerstone Advisors (\$2.0 bil.)
Evanston Asset Management (\$1.7 bil.)
Merriman (\$1.3 bil.)
Savant Capital Management (\$1.2 bil.)

Source: RIADatabase.com 2011



IGNITES

A Financial Times Service

