



November 15, 2017

## **T. Rowe Price Wins Best Overall Retail Communications Award From Mutual Fund Education Alliance (MFEA)**

### **Firm receives five awards for retail, retirement and advisor marketing and communications**

BALTIMORE, Nov. 15, 2017 /PRNewswire/ -- T. Rowe Price Group (NASDAQ-GS: TROW) today announced that it was recently honored at the 2017 Mutual Fund Education Alliance (MFEA) STAR Awards for excellence in mutual fund marketing and communications. The firm received the STAR Award for Overall Retail Communications in the large plus funds category representing firms with over \$150 billion in assets under management. This is the 16<sup>th</sup> consecutive year that the firm has received a STAR Award for T. Rowe Price Investor® Magazine.

The national STAR Awards are held annually recognizing excellence in mutual fund marketing, communications and innovation to individual investors and intermediaries in the asset management industry. The winners are determined and selected from entries judged by a panel of mutual fund marketing and communications executives.

T. Rowe Price was honored with a STAR award in the following retail, retirement and advisor communications categories:

- | Overall Retail Communications: T. Rowe Price Insights® Program
- | Retail Newsletter/Magazine: T. Rowe Price [Investor® Magazine](#)
- | Retirement Newsletter: T. Rowe Price Plan Update for Plan Participants
- | Advisor Services: T. Rowe Price [Financial Wellness Program](#)
- | Advisor Communications Campaign: T. Rowe Price [Financial Wellness Program](#)

### **QUOTE**

#### **Scott David, head of Individual and Retirement Plan Services:**

"We are truly honored that the Mutual Fund Education Alliance continues to recognize our firm for providing industry-leading thought leadership and resources that benefit our clients. These awards reinforce our long-standing commitment to providing the investors and advisors we partner with the necessary tools and resources to help further educate and guide them in their retirement and investment decisions."

### **Important Information**

[Download a prospectus](#) or obtain one by calling 1-800-541-8803. The prospectus includes investment objectives, risks, fees, expenses, and other information that you should read and consider carefully before investing.

T. Rowe Price Investment Services, Inc., distributor, T. Rowe Price mutual funds.

### **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 T. Rowe Price**

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc. ([troweprice.com](http://troweprice.com)) is a global investment management organization with \$971 billion in assets under management as of October 31, 2017. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and

fundamental research. For more information, visit [troweprice.com](http://troweprice.com), [Twitter](#), [YouTube](#), [LinkedIn](#), or [Facebook](#).

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