

Introducing PR CoachSM



It's your turn to stand out.

Affordable. Do your funds have a good story to tell, but don't get the attention and recognition they deserve? Do you consider your firm the "best kept secret on Wall Street?" Are you competing for investors and advisors with better known brands and much deeper pockets? Consider a news generation program to level the playing field. In response to smaller funds' need for a low-cost program, we're introducing SunStar's PR Coach to put you in the spotlight.

Effective. Positive news coverage on a regular basis attracts investors, strengthens distribution and builds brand identity for your mutual funds and separate accounts. These third party endorsements also add credibility to your other sales and marketing efforts.

PR Coach begins with Media Bootcamp to ensure your portfolio managers are at their best when working with reporters. We work with your spokespeople to develop a story that differentiates your firm from competitors, helping them to stay on message, keep answers appropriate in length and be persuasive.

You'll benefit from:

- Story idea development and brainstorming session by telephone
- Coaching on how to respond to inquiries when reporters call you directly
- Follow-up with each reporter to ensure maximum coverage
- Ideas and strategies to leverage reprints in your other sales and marketing efforts
- SunStar's extensive industry background and consulting for your sales, marketing and distribution needs

Guaranteed. Two or more interviews each month from our list of targeted print and broadcast publications to get your story noticed. And, we'll coach you before each opportunity.

Try us out. PR Coach is only \$3,000 per month and can begin with just a four-month trial. Media training at our Washington, D.C. headquarters is included.* Let SunStar's proven strategies help your firm and its products attract investors, strengthen distribution and build your brand.

Contact Dan Sondhelm, partner, at 703.894.1046 or dsondhelm@isunstar.com.



SunStar

One of Inc. Magazine's
5,000 fastest growing private
companies in America in 2007.

*Media training may be subject to additional fees based on the number of people, number of products or preferred location for sessions.

