

## **Media Alert**

### **Columbia Management Learning Center earns MFEA STAR Award**

#### **Industry recognition for efforts to educate financial advisors and clients**

BOSTON — Monday, October 25, 2010 — Columbia Management Learning Center® was recently honored with a Mutual Fund Education Alliance (MFEA) STAR Award in the category of Best Printed Communications for Advisors for its Rollover Machine Masters Series, a comprehensive and dynamic educational program designed to help financial advisors and their clients understand the intricacies involved in the consolidation of retirement assets.

"We're honored to be recognized by our industry peers for our efforts to educate and support financial advisors and their clients," said Abram Claude, Vice President, Columbia Management Learning Center.

The Rollover Machine Masters Series includes the following resources: an extensive library of print materials, continuing-education programs, advisor workshops, client seminars and access to the Columbia Management Resource Desk, a call center staffed by ERISA specialists, each with more than 12 years of industry experience.

The Columbia Management Learning Center is an objective resource for financial professionals offered by Columbia Management providing education, training and support for financial advisors focused on client and asset acquisition.

The Mutual Fund Education Alliance (MFEA) is a national mutual fund industry trade association. The MFEA STAR awards are presented to companies demonstrating excellence in marketing, education and communications for shareholders, advisors and investors.