



Media Release

July 19, 2010

Aviva Investors introduces MAPSM 2015 Fund

(Des Moines): Aviva Investors today introduced the Aviva Investors MAPSM 2015 Fund – the first mutual fund from Aviva Investors in North America. The fund will launch on August 30, 2010.

The MAP – or Multi-Asset Preservation – 2015 Fund allows investors to participate in potential market gains from multiple asset classes while seeking to preserve capital with the backing of U.S. Treasury zero-coupon bonds over a five-year time horizon.

The fund pursues its objectives using a proprietary, rules-based institutional asset allocation strategy developed by Aviva Investors; and a special redemption feature designed to pay shareholders a distribution from the fund in November 2015.

The MAP strategy consists of three components:

- **Preservation** – The fund buys U.S. Treasury zero-coupon bonds at a discount and then uses the maturity of the U.S. Treasury bonds to help meet the preservation goal. The fund does not rely on a bank or insurance company guarantee.
- **Performance** – This component allows investors to participate in potential market gains from Exchange Traded Funds (ETFs) options in the equity, bond and commodities markets.
- **Tactical Automatic Rebalancing Allocation (TARASM)** –TARA, the fund's asset allocation strategy, is a proprietary rebalancing rule. It aims to isolate the performance of one ETF in the fund and preserve any gains, independent of the performance of the other ETFs. If triggered, TARA rebalances the fund by reducing exposure to the best-performing ETF and then subsequently returns any gains to shareholders.

The MAP 2015 Fund has additional distinctive features, including:

- Daily liquidity;
- Exposure to asset classes designed to perform well during periods of inflation – TIPS, oil and international equities;
- Fees that are fixed for five years;
- The MAP strategy, developed with the help of Registered Investment Advisors;
- Use of exchange-traded derivatives to minimize counterparty risk and to enhance price transparency.

The fund may be appropriate for investors who, during a five-year period, are seeking market participation and the preservation of a portion of their portfolio from market risk, and do not need current income during that period from their investment in the fund.

The fund will be offered in Institutional (\$50,000 minimum investment) and Investor (\$5,000 minimum investment) share classes. It will be offered by Aviva USA through WealthStar



Alliance®, the company's practice management program. Aviva USA is a sales leader of fixed indexed annuities and fixed indexed life insurance.

Investors seeking more information about the MAPSM 2015 Fund can:

- call 1-877-515-4725,
- email mutualfunds.na@avivainvestors.com, or
- visit www.avivainvestors.us/mutual-funds.

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Notes to Editors

Aviva Investors

Aviva Investors is the global asset management business operated by affiliates of Aviva plc, the world's fifth-largest insurance group.¹ The affiliates operate under a single brand with more than 1,300 employees in 16 countries across Asia Pacific, Europe, the UK and North America.

Aviva Investors affiliates manage more than \$400 billion (USD) worldwide.²

No Aviva Investors affiliate is engaging in or holding itself out as engaging in the business of advising others as to investing in securities or the business of buying or selling securities in any jurisdiction where it is not qualified to do so.

1 – As of December 31, 2008

2 – As of December 31, 2009

Carefully consider the fund(s)' investment objectives, risk, and charges and expenses. This and other information can be found in the fund(s)' prospectus which can be obtained by calling 1-877-515-4725 or by visiting www.avivainvestors.us/mutual-funds. Please read prospectus carefully before investing.

Investing involves risk, including possible loss of principal. There is no guarantee the fund will meet its stated objective. Asset allocation may not protect against market risk. Investment in the fund is subject to the risks of the underlying investments. The fund reserves the right to suspend the offer and sale of its shares at any time. There is no guarantee that TARA will be triggered.

Bonds and bond funds will decrease in value as interest rates rise. Zero Coupon Treasuries tend to be more sensitive to changes in interest rates than interest-paying securities of comparable quality and duration. The guarantee of the US Government does not apply to the market value of any Zero Coupon Treasuries or to shares of the fund. Buying and selling call options can be more speculative than investing directly in the securities.

The Aviva Investors MAPSM 2015 Fund is distributed by SEI Investments Distribution Co. (SIDCO). The Fund is managed by Aviva Investors North America, Inc. (AINA). SIDCO is not affiliated with AINA or any of its affiliates.

Aviva Securities, LLC is an affiliate of AINA and will receive fees from AINA to offer the fund(s) through the WealthStar Alliance® practice management program.