#### **MEMORANDUM**

September 4, 2008

**TO:** File No. S7-28-07

**FROM:** Sanjay Lamba

Office of Disclosure Regulation Division of Investment Management

**RE:** Meeting with Representatives of Addison Concerning Disclosure Reform

**Proposal** 

On August 28, 2008, Andrew Donohue, Susan Nash, Mark Uyeda, Jennifer McHugh, Kieran Brown, Sanjay Lamba, and Devin Sullivan, of the Division of Investment Management, and Mary Head and Stephanie Gruber-Fried, of the Office of Investor Education and Advocacy, met with Madeleine Yates and Gordon Akwera, of Addison to discuss the above-referenced proposal. In particular, the representatives of Addison discussed matters related to the content and design of summary prospectuses.

A copy of the slide presentation given by representatives of Addison is attached to this memorandum.

## Overcoming Barriers to Prospectus Delivery

August 28, 2008



## Agenda

Introductions

**About Addison** 

**Summary Prospectus** 

- ·Issues
- Recommendations

# aboutus

## Addison

Founded in 1962

60+ people in New York

Core practices in:

- Branding
- Stakeholder Communications
- Simplification

## Addison Practices

#### **Branding**

- brand evaluation
- brand strategy
- naming
- brand identity
- brand architecture

## Stakeholder Communications

- messaging strategy
- annual reports
- corporate responsibility reports
- sales & marketing collateral
- interactive design
- environmental design

## Simplification

- communications audits & architecture
- financial statements & other reporting
- onboarding analysis & welcome kits
- advisor tools
- prospectus simplification

Shared expertise: user-centric information design, plain English writing, interactive media and a deep awareness of the regulatory environment

## Credentials

#### Gordon Akwera

- 8 years at Addison, Creative Director, Information Design
- Focus on simplifying the display of required information for financial services, insurance and health care communications
- Led ground breaking effort to develop executive compensation financial report improvements for Pfizer as shared with Chairman Christopher Cox in November 2007

#### **Madeleine Yates**

- 17 years at Merrill Lynch, Director, Client Experience
- Joined Addison January 2008 as Senior Simplification Strategist
- Focus on improving required client communications: welcome kits, statements, performance reports, disclosures, transaction notifications and notices
- Led effort to re-write required product disclosures in Plain English beginning in 2001 - major firms such as Smith Barney, UBS and Morgan Stanley followed shortly with similar client improvements

# summælejverypectus

## Getting the Prospectus to the Consumer

#### **Key questions:**

- How does the fund company distribute the prospectus?
- Where does the online statutory prospectus reside?
- Who notifies the consumer of availability?
- Can the consumer readily access the information online?
- Is it publicly available or behind the firm's firewall?
- How many clicks does it take from notification to access?

#### Receive e-mail notification

#### **EXCELL INVESTMENTS Shareholder Reports**

From: MERRILL LYNCH (id@ProxyVote.com)

Add contact

Sent: Thu 7/03/08 3:21 AM

Reply-to: MERRILL LYNCH (ProxyMaster@proxyvote.com)

To: hmsindy@msn.com

You elected to receive shareholder notices and submit voting instructions electronically. This e-mail notification contains information specific to your holding(s) in the security identified below. Please read the instructions carefully before proceeding.

This Shareholder Notice is the notification that EXCELL INVESTMENTS has released important information to its shareholders.

You can view this information at the following Internet website:

http://www.excell.com/etf/resource/e\_reports.aspx

As a Merrill Lynch OnLine client you can access your shareholder notices by clicking on the following link:

#### Receive e-mail notification

1. Click on link

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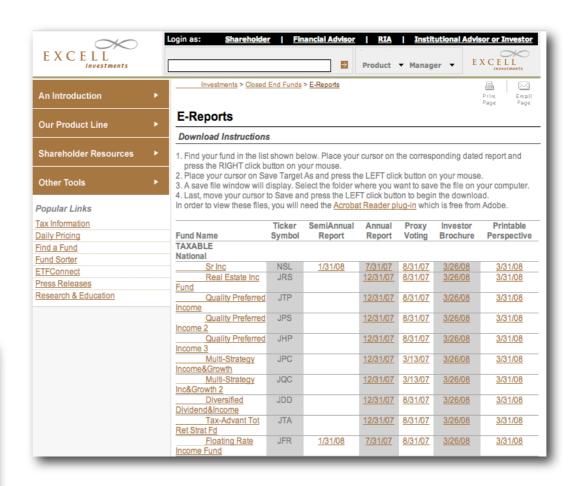
http://www.excell.com/etf/resource/e\_reports.aspx

As a Merrill Lynch OnLine client you can access your shareholder notices by clicking on the following link:

#### Receive e-mail notification

- 1. Click on link
- 2. Go to fund website, but can't find holding





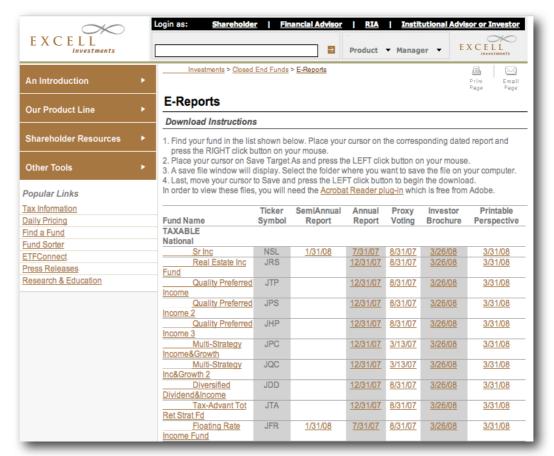
http://www.excell.com/etf/resource/e reports.aspx

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#### Receive e-mail notification

- 1. Click on link
- 2. Go to fund website, but can't find holding
- 3. Log onto financial services website







Welcome ™ Merrill Lynch **ONLINE** the power of online trading, industry-leading research, real-time account info, investment tools and exceptional service

If you already have a Merrill Lynch Account, sign up for Merrill Lynch OnLine.

It's free ... and just a few mouse-clicks away!

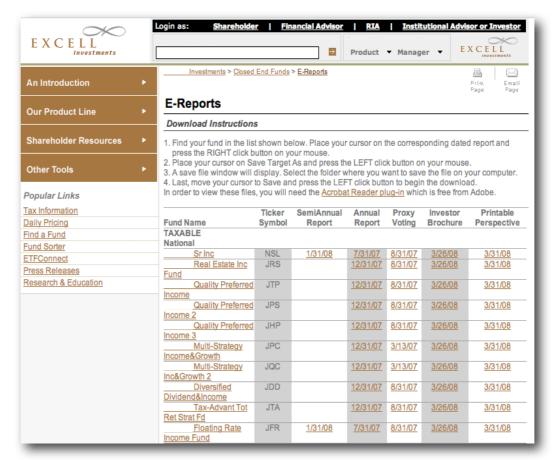
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- 2. Go to fund website, but can't find holding
- 3. Log onto financial services website
- 4. Click "View Shareholder Notices"





Recent Account Records (Past 30 Days)	
Statements and Performance Reports	Trade Confirmations
Jun Priority Client Link Stmt Jun Beyond Banking Statement Jun Statement Summary	Bought 9393796U2 Bought BCSPRD Bought BCSPRD
Service Notices	Shareholder Notices
View Service Notices	View Shareholder Notices

http://www.excell.co

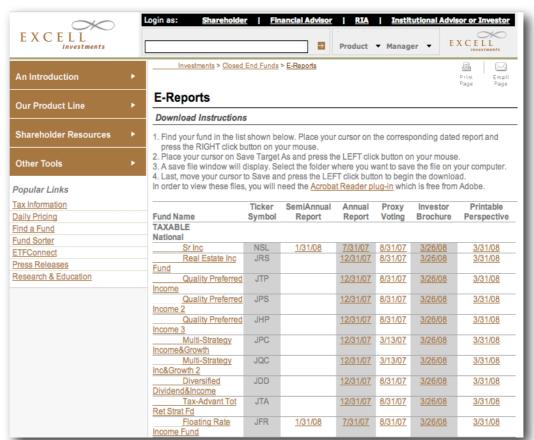
http://www.excell.com/etf/resource/e reports.aspx

As a Merrill Lynch OnLine client you can access your shareholder notices by clicking on the following link:

#### Receive e-mail notification

- 1. Click on link
- 2. Go to fund website, but can't find holding
- 3. Log onto financial services website
- 4. Click "View Shareholder Notices"
- 5. Find symbol



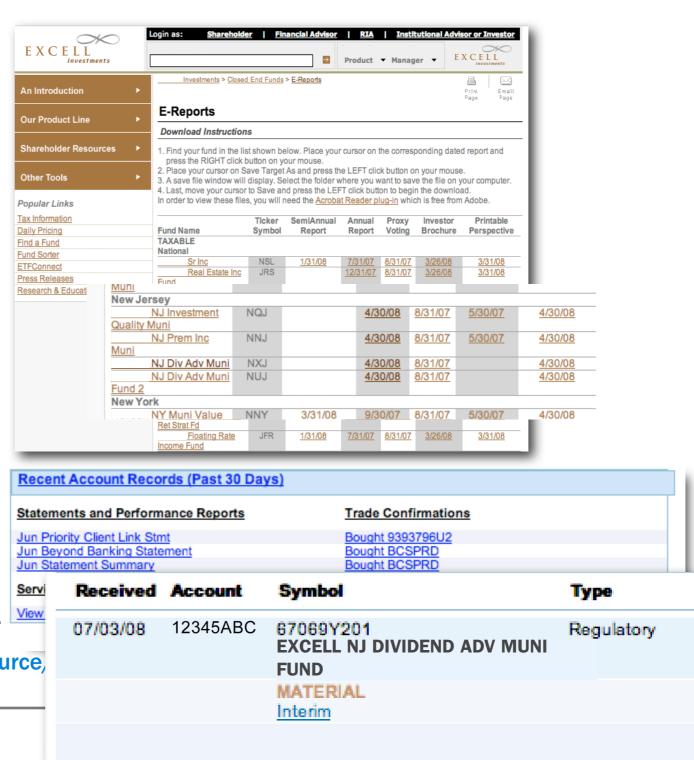




#### Receive e-mail notification

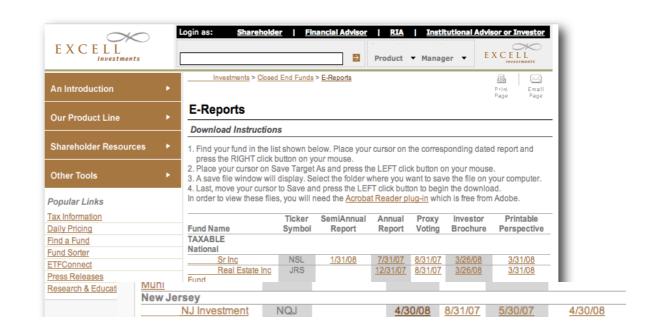
- 1. Click on link
- 2. Go to fund website, but can't find holding
- 3. Log onto financial services website
- 4. Click "View Shareholder Notices"
- 5. Find symbol
- 6. Return to fund website





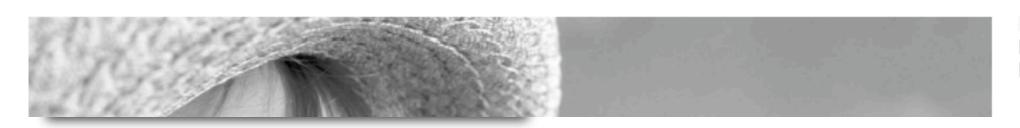
#### Receive e-mail notification

- 1. Click on link
- 2. Go to fund website, but can't find holding
- 3. Log onto financial services website
- 4. Click "View Shareholder Notices"
- 5. Find symbol
- 6. Return to fund website
- 7. Click on report



Annual Report April 30, 2008

## Excell Investments Municipal Closed-End Funds



**EXCELL NEW JERSEY** INVESTMENT QUALITY MUNICIPAL FUND, INC. NJX

## Getting the Prospectus to the Consumer

- Sold through an advisor
  - Advisor is an RIA
  - Advisor is part of a major financial services institution
- Sold by the fund firm
  - Through proprietary offices
  - · Online directly
  - Online through a "mutual fund super market"

# sumadisplaypectus

## SEC Research

- Participants like the summary, but expect to be able to consult the full statutory prospectus for detail
- Multiple fund disclosures should be limited to a maximum of five funds and are more appropriate to the statutory than the summary prospectus
- Verbatims suggest the following decision criteria are the most important:
  - Fund performance
  - Top ten holdings
  - Fees and expenses
  - Fund objectives
- Participants prefer concrete information over "boilerplate":
  - Participants like visual representations of complex data
  - Participants want comparisons to real market benchmarks
  - Discussion of fees, taxes, sales discounts, etc., can be more explicit

## Addison Research and Experience

#### Advisor Channe

- Financial advisors tell us that mutual funds are "not a brochure sale"
- Prospectus and/or a Morningstar report are often the only documents used
  - Consumers feel the statutory prospectus is too long with too much "legalese"
  - A simple, summary prospectus would facilitate comparison of funds
- Consumers typically rely on their advisors to help them choose individual funds
  - Most important decision criteria are fund performance and investment strategy
  - Secondary concerns are fees, expenses and tax considerations
  - Risk factors and potential conflicts of interest are important in initial conversations, but less important once trust with the advisor has been established

#### Online Channel

- Fund purchases often frustrated or delayed because of requirement to mail prospectus
- Electronic delivery of summary will make process "user-friendly" and facilitate purchase

## Summary Prospectus Hypothetical Example

Hypothetical Summary Prospectus - Prepared By SEC Staff - For Illustrative Purposes Only

#### THE XYZ BALANCED FUND

#### SUMMARY PROSPECTUS

(Class A and Class B Shares)

May 1, 2007

Before you invest, you may want to review the Fund's prospectus, which contains more information about the Fund and its risks. You can find the Fund's prospectus and other information about the Fund, including the statement of additional information and most recent reports to shareholders, cnline at [Web address]. You can also get this information at no cost by calling 1-300-000-0000 or by sending an e-mail request to [e-mail address]. The fund's prospectus and statement of additional information, both dated May 1, 2007, and most recent report to shareholders, dated December 31, 2006, are all incorporated by reference into this Summary

investment Objective: Income and capital growth consistent with reasonable risks.

Fees and Expenses of the Fund: The tables below describe the fees and expenses that you may pay if you buy and hold shares of the Fund. You may qualify for sales charge discounts if you and your family invest, or agree to invest in the future, at least \$25,000 in XYZ Funds.

Shareholder Fees (fees paid directly from your investment)		
	Class A	Class B
Maximum Sales Charge (Load) Imposed on Purchases (as percentage of offering price)	5.75%	None
Maximum Deferred Sales Charge (Load) (as percentage of the lower of original purchase price or sale proceeds)	None	5.00%

nnual Fund Operating Expenses ngoing expenses that you pay each year as a percentage	of the value of your investmen	
	Class A	Class E
Management Fees	0.66%	0.66%
Distribution (12b-1) Fees	0.00%	0.75%
Service (12b-1) Fees	0.23%	0.23%
Other Expenses	0.28%	0.46%
otal Annual Fund Operating Expenses	1.17%	2.10%

Example
The Example below is intended to help you compare the cost of investing in the Fund with the cost of investing in other
numbed funds. The Example assumes that you invest \$10,000 in the Fund for the time periods indicated. The Example
also assumes that your investment has a 5% return each year and that the Fund's operating expenses remain the same. Although your actual costs may be higher or lower, based on these assumptions your costs would be:

	1 year	3 years	5 years	10 years
Class A (whether or not shares are redeemed)	\$687	\$925	\$1,182	\$1,914
Class B (if shares are redeemed)	\$713	\$958	\$1,329	\$1,974
Class B (if shares are not redeemed)	\$213	\$658	\$1,129	\$1,974

#### aff – For Illustrative Purposes Only

d sells securities (or "turns over" its portfolio). A costs, which are not reflected in annual fund buring the most recent fiscal year the Fund's

% of its total assets in common stocks and at least ation decisions, the manager may favor fixedcorporate profit growth but may favor stocks

of small-, medium-, and large-capitalization n developed countries. The Fund invests in bonds n from the entire domestic and foreign government e invested in high yield (junk) bonds. The Fund

r principal risks include:

epends on the manager's decisions regarding the es. If the manager's assessment of market enced funds or relevant benchmarks with different

generally, which could reduce Fund gains or

anges when interest rates change. When interest II, bond prices tend to go up.

redit rating is downgraded, or if a bond issuer fails y cause the Fund to lose money. High-yield (junk) syment of principal and interest.

or the Fund may cause the Fund to underperform

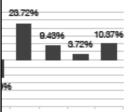
carry special risks, including unstable foreign conomic developments abroad, and exchange rate

futures and swaps, presents risks different from directly in traditional securities, since derivatives

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ndication of the risks of investing in the Fund. or for Class A shares. The table shows how the e of a broad measure of market performance. The dication of how the Fund will perform in the

included, returns would be less than those



2008 2004 2005 2008

-11 06%

	1 Year	5 Years	10 Years
	4.04%	5.72%	7.26%
	2.48	4.52	5.05
Shares)	2.30	4.34	4.90
	4.38	5.62	7.12
os)	15.79%	6.19%	8.42%

d using the historical highest individual federal I taxes. Actual after-tax returns depend on an rns are not relevant to investors who hold their

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ortfolio Manager of XYZ Management Company,

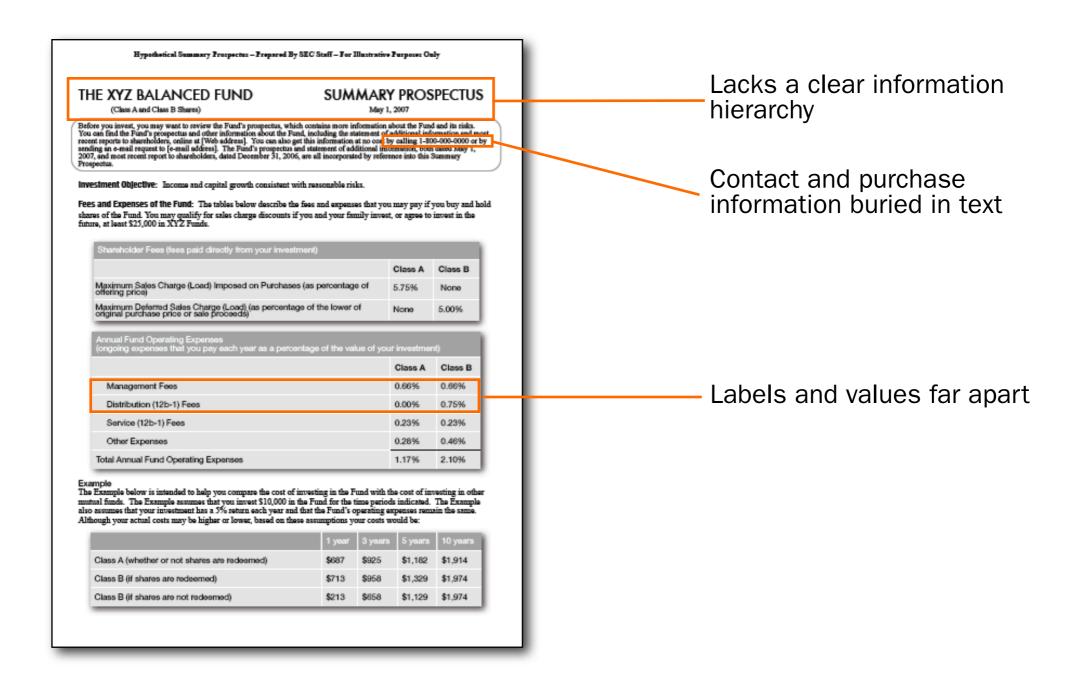
ares of the Fund on any business day online or ), Anytown, USA 10000), or by telephone at y check, or by wire. You may receive redemption and redeem shares at the Fund's next-determined net Us are determined only on days when the NYSE is a minimum subsequent investment is \$100 (or \$50

xable, and will be taxed as ordinary income or ont, such as a 401(k) plan or an individual

If you purchase the Fund through a broker-dealer or companies may pay the intermediary for the sale of roker-dealer or other intermediary and your r salesperson or visit your financial intermediary's

3

## Summary Prospectus Hypothetical Example Issues Identified



# Summary Prospectus Hypothetical Example Issues Identified

# Portfolio Turnover The companies of the secondary and the control of the secondary is appeted by SEC Staff – For Illustrative Furposes Only Principal Investment Strategies: Plant and account is the secondary in which are not reflected in animal final operating appears or in the animals, affect the Fund's performance. During the most recent fiscal year, the Fund's performance and first whole portfolio turnover rate was 53% of the average value of its whole portfolio turnover rate was 53% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole portfolio turnover rate was 63% of the average value of its whole something as a control of the average value of its whole portfolio turnover in developed countries. The Fund invests in bonds that was primarily investment grade (nated BBS or better) and are chosen from the entire of monetic and control of the fund is total assets may be invested in high yield (junk) bonds. The Fund may also towest indervitive instruments such as fathers and swaps.

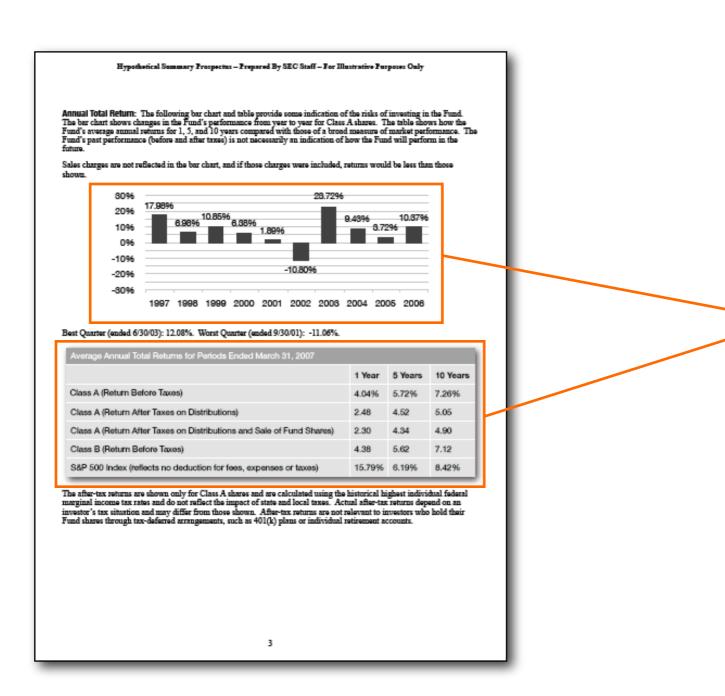
Principal Risks: You could lose money by investing in the Fund. Other principal risks include:

- Asset Allocation Risk The success of the Fund's strategy depends on the manager's decisions regarding the
  allocation of assets between equity and fixed-income securities. If the manager's assessment of market
  conditions is incorrect, the Fund may underperform other balanced funds or relevant benchmarks with different
  equity-fixed income asset allocations.
- Stock Market Risk Stock prices may decline in the market generally, which could reduce Fund gains or create losses.
- Interest Rate Risk The value of fixed-income securities changes when interest rates change. When interest
  rates rise, bond prices tend to go down; when interest rates fall, bond prices tend to go up.
- Credit Risk The value of bonds may go down if a bond's credit rating is downgraded, or if a bond issuer fails
  to make principal and interest payments when due, which may cause the Fund to lose money. High-yield (junk)
  bonds are speculative, and are subject to greater risks of nonpayment of principal and interest.
- Manager Risk The manager's poor selection of securities for the Fund may cause the Fund to underperform
  other balanced funds or relevant benchmarks.
- Foreign Investment Risk Investments in foreign securities carry special risks, including unstable foreign
  political conditions, greater volatility, less liquidity, adverse economic developments abroad, and exchange rate
  finctuations, all of which may reduce the value of foreign securities.
- Derivatives Risk The use of derivative instruments, such as futures and swaps, presents risks different from, and possibly greater than, the risks associated with investing directly in traditional securities, since derivatives can be highly volatile, illiquid, and difficult to value.

Legal jargon

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# Summary Prospectus Hypothetical Example Issues Identified



Variety of chart and table formats

## Proposed New Information Architecture

#### Design

- Establish clear hierarchy for titles, section heads and table labels
- Reduce the amount of bold type to eliminate the "shout" effect
- Reformat text in two columns for greater readability
- Redesign tables and charts for consistency and ease of use
- Allow use of a second color to make the summary more appealing to consumers

#### Content

- Rewrite text in plain English
- Reorder sections in order of importance to the audience
- Introduce marginal notes for important notices, contact and sales information
- Allow the use of a minimum amount of marketing content to promote consumer interest;
   this may be the only information a fund buyer will ever see

## Organize Sections in Order of Consumer Importance

- 1. Investment Objectives and Goals
- 2. Fee Table
- 3. Principal Investment Strategies, Risks and Performance
- 4. Top Ten Portfolio Holdings
- 5. Management
- 6. Purchase And Sale Of Fund Shares, plus Tax Information
- 7. Financial Intermediary Compensation

- 1. Investment Objectives
- 2. Management (Investment Advisor and Portfolio Manager)
- 3. Investment Strategies
- 4. Top Ten Portfolio Holdings
- 5. Performance, including Principal Risks
- 6. Fees and Expenses
- 7. Purchase, Sale and Tax Information
- 8. Financial Intermediary Compensation

1. Create a clear hierarchy of title and date

As Tested

### THE XYZ BALANCED FUND

(Class A and Class B Shares)

#### SUMMARY PROSPECTUS

May 1, 2007

#### Proposed

## The XYZ Balanced Fund Summary Prospectus

(Class A and Class B Shares) | May 1, 2007

2. Display contact details in multiple ways to make them easy to find and allow a minimum amount of marketing content to peak consumer interest

#### As Tested

You can find the Fund's prospectus and other information about the Fund, including the statement of additional information and most recent reports to shareholders, online at [Web address]. You can also get this information at no cost by calling 1-800-000-0000 or by sending an e-mail request to [e-mail address].

#### Proposed

#### FOR MORE INFORMATION:

For more detailed information please refer to the Fund's Prospectus and Statement of Additional Information, both dated May 1, 2008, which are available online at www.xyzfunds.com/balanced

You may request that printed versions be mailed to you at no charge by calling 1-800-545-6000 or by sending an e-mail to info@xyzfunds.com

#### INVESTMENT ADVISER:

XYZ Management Company, LLC. Chicago, IL 60606 1-800-545-6000 www.XYZfunds.com

#### PORTFOLIO MANAGER:



John E. Smith, CFA, Vice President and Equity Portfolio Manager, XYZ Management Company, LLC. 1-800-545-6000, ext. 4321

John Smith has managed the Fund since 2005.

#### 3. Display numerical information graphically where possible

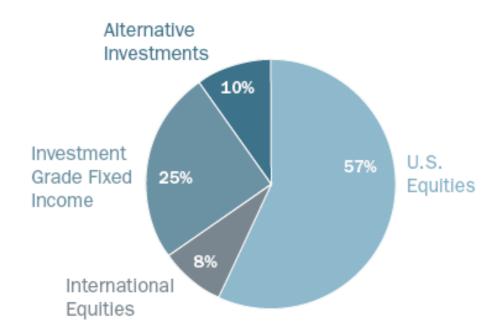
#### As Tested

**Principal Investment Strategies:** The Fund normally invests up to 75% of its total assets in common stocks and at least 25% of its total assets in fixed-income securities. In making asset allocation decisions, the manager may favor fixedincome securities if the economy is expected to slow sufficiently to hurt corporate profit growth but may favor stocks when strong economic growth is expected.

The Fund invests in domestic stocks selected from the entire spectrum of small-, medium-, and large-capitalization companies and foreign stocks selected primarily from large companies in developed countries. The Fund invests in bonds that are primarily investment grade (rated BBB or better) and are chosen from the entire domestic and foreign government and corporate bond market. Up to 10% of the Fund's total assets may be invested in high yield (junk) bonds. The Fund may also invest in derivative instruments such as futures and swaps.

#### Proposed

#### TYPICAL ASSET ALLOCATION



4. Make tables as compact as possible to enhance readability and leverage available space As Tested

Annual Fund Operating Expenses (ongoing expenses that you pay each year as a percentage of the value of your investment)			
	Class A	Class B	
Management Fees	0.66%	0.66%	
Distribution (12b-1) Fees	0.00%	0.75%	
Service (12b-1) Fees	0.23%	0.23%	
Other Expenses	0.28%	0.46%	
Total Annual Fund Operating Expenses	1.17%	2.10%	

#### Proposed

#### ANNUAL FUND OPERATING EXPENSES

	Class A	Class B
Management Fees	0.66%	0.66
Distribution (12b-1) Fees	0.00	0.75
Service (12b-1) Fees	0.23	0.23
Other Expenses	0.28	0.46
Total Annual Fund Operating Expenses	1.17	2.10

#### 5. Two-column format makes the text easier to read

#### As Tested

**Principal Investment Strategies:** The Fund normally invests up to 75% of its total assets in common stocks and at least 25% of its total assets in fixed-income securities. In making asset allocation decisions, the manager may favor fixedincome securities if the economy is expected to slow sufficiently to hurt corporate profit growth but may favor stocks when strong economic growth is expected.

The Fund invests in domestic stocks selected from the entire spectrum of small-, medium-, and large-capitalization companies and foreign stocks selected primarily from large companies in developed countries. The Fund invests in bonds that are primarily investment grade (rated BBB or better) and are chosen from the entire domestic and foreign government and corporate bond market. Up to 10% of the Fund's total assets may be invested in high yield (junk) bonds. The Fund may also invest in derivative instruments such as futures and swaps.

#### Proposed

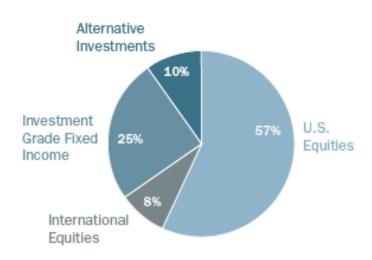
#### PRINCIPAL INVESTMENT STRATEGIES:

To meet the fund's investment objective, the fund manager must balance its growth and Income goals. At least 25% of total assets must be invested in fixed-income securities. primarily investment grade corporate or government bonds, rated BBB or better, from both the domestic and international bond markets. Up to 75% of total assets may be invested in the equities markets, principally domestic common stocks across the spectrum of small-, medium- and large-capitalized companies and foreign stocks from large companies in developed countries.

The fund manager generally bases asset allocation decisions on broad economic conditions. If the economy is slowing and expected to hurt corporate profits, he will favor fixed-income securities. When strong economic growth is expected, he will shift assets to stocks.

Under certain circumstances, up to 10% of the Fund's total assets may be invested in high yield (junk) bonds, and or derivative instruments such as futures and swaps. The fund's typical allocation strategy is shown below.

#### TYPICAL ASSET ALLOCATION



## Addison Recommendations

- A notification process that takes consumers to specific fund's prospectus:
  - Link directly from an email notice to the prospectus
  - Include prominently displayed link on the fund's home page
  - Ensure public access by providing a URL without a password requirement

#### For print

- Make explicit references to the online versions for more information
- Ensure contact and purchase information are prominently displayed
- Arrange in order of consumer preferences
- Allow fund firms to include a minimum amount of marketing content to peak consumer interest

#### For electronic access

- Provide interactive electronic summary links to detail in statutory prospectus
- Allow consumer to choose benchmark information in charts
- Provide definitions to consumers by rolling over text
- Test interactive electronic access in any additional consumer research



thank you

www.addison.com

212 229 5000

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