



THE MONEY MANAGEMENT INSTITUTE

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Dear MMI Member:

As the MMI Operations and Communications Standards Committee continues to make significant progress, the media's interest and exploration of standards news is on the rise. On June 27, MMI along with DTCC hosted a one day seminar, which provided an opportunity for reporters and vested industry individuals to learn more about our progress toward an industry standard. As a result of the event's success in promoting awareness, the standards effort has received increasingly positive press coverage. Since the summer months are notoriously slow news cycles in the financial services industry, the amount of positive coverage of the industry's message standards is all the more impressive.

To highlight the results of the hard work and industry collaboration the Standards effort represents, enclosed you will find summaries of excellent news articles focusing on the milestones achieved and the great opportunities up ahead with industry adoption of the standards. Also included is an announcement that I have been nominated by Institutional Investor/Operations Management for Operations Leader of the Year. This is a great acknowledgement of the great work that the committee members have done over the years and the progress we have made in the last year.

Additionally, a Marketing and Education sub-committee has been formed to promote and educate the industry about the committee's efforts and the drive toward an industry standard. To that end the sub-committee, with the assistance of Kevin Hunt and Old Mutual; have produced a one page executive summary that encapsulates the purpose and objective of the standards effort. We have enclosed several copies for you to use and distribute within your organizations. A pdf of the document is also available on the MMI website at www.moneyinstitute.com/tools.

As the industry continues to fuel this important initiative forward, your feedback and input is more valuable and paramount than ever. MMI will maintain aggressive media outreach efforts with reporters and welcome industry participants to collaborate media strategies and objectives to optimize exposure for all. Please contact either me at (212) 309-6489 for standards, committee, or marketing material related feedback or Elizabeth Waller at (212) 309-6543 with media oriented topics.

We look forward to continued growth and progress of the message standards and hope to see you at MMI's Solutions Conference in October where we will deliver our next official update on the initiative.

Sincerely yours,

Gary Jones
Vice President for Industry Operations