

Zacks[™]

**155 North Wacker Drive
Chicago, IL 60606**

[Insert Name]
[Insert Street]
[Insert City/State]



Mitch Zacks
*Senior Portfolio
Manager*

Mr. Zacks is
Zacks Investment
Management's

expert in the area of
quantitative investing
and a noted speaker on
wealth management. He
is the author of the guide
to spotting breakout
stocks early, *Ahead of the
Market*. He holds a BA
in economics from Yale
and an MBA in analytical
finance from The
University of Chicago.

Dear [Insert Salutation] [Insert Last Name],

My name is Mitch Zacks, Senior Portfolio Manager of Zacks Investment Management, and I am writing today to share some exciting information that might just change the way you invest. Forever.

As you probably know Zacks Investment Research is respected worldwide as the source for independent investment research.

But what you may not know is that a little over 10 years ago we began taking that research knowledge and using it to help individual high-net-worth investors like you build stronger, more profitable portfolios.

Let me explain why individual investors like you have entrusted the experts at Zacks to help grow and prudently manage their investments. Like them, you'll discover how Zacks can:

- Take some of the time and worry out of managing your investment portfolio.
- Achieve more consistent growth for your hard-earned money, money that you can't afford to lose.
- Help protect your retirement funds. Funds you don't want to risk trading yourself.

Every investment decision is backed by more than 25 years of independent investment research

Zacks Investment Management is a subsidiary of Zacks Investment Research, a company you probably know has been consistently ranked #1 for its independent investment research year after year. It is the one company that brokers and institutional investors trust for truly independent investment information.

You may also be aware of the reputation of our proprietary Zacks Performance Rank.

In fact, from 1988 through 2005, our #1 Rank Stocks produced an annualized return of 32%. For comparison, in the same period, the S&P 500 produced an annualized return of just 12%...

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The fact is that Zacks Investment Research is one of the largest providers of independent research in the United States. We have a staff of over 50 analysts who follow more than 1,100 companies, and they have been consistently ranked #1 for the performance of their stock recommendations.

This is the same research that major brokerage firms, including Morgan Stanley, UBS, Piper Jaffray, LPL Financial Services, Lehman Brothers, Deutsche Bank, AIG Global and myriad others, rely on.

It's this extensive team that allows us to actively manage portfolios with a strong buy AND sell discipline. Now imagine having that same kind of attention being paid to your portfolio.

Since 1995 investors like you have been enjoying the peace of mind that comes from having their money handled by Zacks

For more than a decade, Zacks has been using this unique understanding of the market and its trading power to provide investors like you with investment portfolios that are uniquely suited to achieve their individual goals.

Why? Because, unlike many investment management firms where there are predefined investment allocations, your portfolio of investments with Zacks is individually built for you. That means your portfolio is based 100% on your unique combination of goals, time frame and investment comfort level.

And you'll be treated like an individual too

In addition to our Chicago headquarters, we currently have regional vice presidents in major cities across the United States. Each city is staffed by highly knowledgeable investment consultants with an average of 15 years' experience in investment management.

You'll work one-on-one with your consultant. Together, you'll review your financial position and develop the most appropriate portfolio mix for your situation.

And unlike working with a brokerage firm, you'll never feel that your money is being put into a stock that your broker is pushing this month.

Your individualized portfolio is based on the solid research for which Zacks is famous; the same research that has allowed for an annualized return of 32% for the Zacks #1 Rank Stocks.

Plus every investment is thoroughly reviewed by Zacks' Senior Investment Committee—that means I personally review every investment recommendation.

Learn more about how Zacks can help you achieve institutional results when you request your **Safety-First Investing Kit**

Today's market conditions are volatile. And while that can be exciting for some investors, it also means a great deal of risk. With the Dow rising and falling hundreds of points within a matter of days, you need the greater safety of having professionals looking out for your hard-earned assets.

That's why I'd like to share some of the investing secrets I've developed exclusively for our clients over the past decade, by sending you my **Safety-First Investing Kit**. Not only does it provide you with three timely Special Reports that you can't afford not to read, it also serves to introduce you to the investment approach you'll find at Zacks.

Special Report 1: *Zacks Economic Outlook for 2007 and Beyond*

Your first Special Report will open your eyes to what the market is likely to bring in the coming months and years; knowledge that will help you protect and build your assets as the markets change.

Special Report 2: *How to Protect Your Assets from a Market Downturn or Crash*

The second Special Report is a must read in this unprecedented era of political change, terrorist threats and market uncertainty. It gives you the information you need to prepare your portfolio for the worst.

Special Report 3: *7 Little-Known Ways Professional Investment Management Can Make You More Money...Safer*

Your final free report will give you a better understanding of why it is so important to trust the most crucial portions of your portfolio to professionals—whether you choose Zacks or not.

Here is just a portion of what you'll discover in your reports:

- What Zacks says is ahead for 2007.
- The little-known mistake most investors and traders make that can destroy a portfolio.
- Why individual investors, corporations and institutions have found it safer to place key assets under investment management.
- Surprising reasons why quantitative investing is more efficient under professional management than when you do it yourself.
- The frightening reality of market downturns and smart ways you can shield your portfolio against them.

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- Will the Fed lower rates in 2007? And if so, how you should skew your portfolio accordingly.
- Why you must consider the trend in the euro, the dollar and gold when investing.
- The importance of having quantitative analysis with qualitative oversight.
- And oil's long-term impact on the American investment scene and your personal holdings.

Plus, you'll find your **Safety-First Investing Kit** offers complete details on Zacks' Personalized Investment Portfolio Services, including information and tips on retirement and estate planning.

The entire **Safety-First Investing Kit**, including all three Special Reports, is yours free just for the asking and requires no commitment on your part.

After all, we understand that the kind of personalized investment management Zacks offers is not for everyone. And in fact, we are only able to accept clients with investment portfolios of a minimum of \$200,000.

Simply complete and mail the enclosed **Safety-First Investing Kit Request Form**, or call us at **1-800-245-2934**, 8:00 a.m. to 5:00 p.m. Central time, today, and we will have your **Kit** out to you immediately so you can begin profiting right away.

Sincerely,



Mitch Zacks
Senior Portfolio Manager

P.S. As I mentioned earlier, many individual investors have already benefited from the 100% personalized nature of working with the experts at Zacks Investment Management. And with everything that is going on in the world today, it's more important than ever to take steps now to protect your investments. Therefore, I urge you to call to get your **Safety-First Investing Kit**, complete with your three free Special Reports.

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Zacks Investment Management
155 North Wacker Drive
Chicago, IL 60606

Disclosure: The Zacks Performance Rank performance is the total return of equal weighted simulated portfolios consisting of those stocks with the indicated Zacks Rank gross of fees. Results reflect the reinvestment of dividends and other earnings, monthly rebalancing, and no transaction costs. Simulated results do not represent actual trading and may not reflect the impact that economic and market factors might have had on decision-making if Zacks were actually managing a client's money. Separately managed account minimums apply. Standard management fees are available on request and are described in Part II of form ADV. The S&P 500 Index is a well-known, unmanaged index of the prices of 500 large-company common stocks, mainly blue-chip stocks, selected by Standard & Poor's. The S&P 500 Index assumes reinvestment of dividends but does not reflect advisory fees. An investor cannot invest directly in an index.

**“Your Zacks #1 Rank
32% returns numbers
are impressive...but
how do they apply
to *my* investment
portfolio?”**

See inside...

As you saw in the accompanying letter, between 1988 and 2005, the Zacks #1 Rank Stocks produced an annualized return of 32%.

Maintaining a portfolio of Zacks #1 Rank stocks requires an extreme level of market knowledge and in-depth research of the companies behind the stocks included. Plus it takes intense attention to detail and a lot of time.

While we can't promise you'll see 32% returns, there is always a high level of attention paid to the personalization and management of every one of our client accounts. It's knowledge and time, which frankly, most of our clients just do not have to commit to their investment portfolios.

Your account will be regularly reviewed and rebalanced within the range of investments that will best meet your investment comfort levels and individual goals—and always with the safety of your hard-earned money in mind.

So I encourage you take the first step and request your **Safety-First Investing Kit** right now. There's no cost or obligation. And it will begin to give you an understanding of how Zacks can help you build a safer, more profitable portfolio.

To receive your **Kit**, simply complete the enclosed **Safety-First Investing Kit Request Form** or call us at **1-800-245-2934**, 8:00 a.m. to 5:00 p.m. Central time.

Sincerely,



Robert J. Coulton
Wealth Management
Group Manager

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Safety-First Investing Kit Request Form for Mr. Joe Anybody

Request your **Safety-First Investing Kit** today by completing and mailing this form, or immediately by calling **1-800-245-2934**

Yes! Please send me my free, no-obligation **Safety-First Investing Kit** with complete information on how I can get 100% personalized portfolio management from Zacks Investment Management. I look forward to reading my three Special Reports: *Zacks Economic Outlook for 2007 and Beyond*, *How to Protect Your Assets from a Market Downturn or Crash* and *7 Little-Known Ways Professional Investment Management Can Make You More Money...Safer* included in my **Kit**.



Here is what your **Safety-First Investing Kit** includes:

Your **Safety-First Investing Kit** offers details on Zacks' Personalized Investment Portfolio Services, including information and tips on retirement and estate planning and three timely Special Reports.

For faster service call us at **1-800-245-2934**, 8:00 a.m. to 5:00 p.m. central time, and we will get your **Safety-First Investing Kit** out to you immediately.

I currently have an investment portfolio with assets of:

- | | |
|--|--|
| <input type="checkbox"/> Under \$500,000 | <input type="checkbox"/> \$3,000,000–\$5,000,000 |
| <input type="checkbox"/> \$500,000–\$1,000,000 | <input type="checkbox"/> \$5,000,000 + |
| <input type="checkbox"/> \$1,000,000–\$3,000,000 | |

Please make any necessary changes to your name or address

Joe Anybody
123 Anystreet
Unit 46
Any Town, CA 12345

Phone _____

Email _____

To receive your free **Safety-First Investing Kit** even faster, call
Zacks at **1-800-245-2934**, 8:00 a.m. to 5:00 p.m. central time.

Zacks Investment Management • 155 North Wacker Drive • Chicago, IL 60606

When you call 1-800-245-2934 today to open your Zacks Investment Management account you'll enjoy the added expertise of Zacks Senior Investment Committee...

Working with your personal investment consultant Zacks Senior Investment Committee helps to define a strategic allocation of your assets, and then they continue to monitor your portfolio on an ongoing basis. Together they bring more than 80 years of investment experience to the table, so you'll have the comfort of knowing your funds are overseen by our most senior advisors.

Meet Your Senior Investment Committee



Mitch Zacks
Senior Portfolio Manager

Mitch is Zacks' expert on quantitative investing and is responsible for developing our proprietary models and directly managing many of our client portfolios. He is a noted columnist and speaker on wealth management.



Ben Zacks
Senior Investment Strategist

Ben is a nationally known expert on corporate earnings and a founder of Zacks Investment Research. He is Zacks' senior investment strategist and portfolio manager and his prescient market calls over the past 15 years have earned him the respect of his clients and his peers.



Dirk Van Dijk, CFA
Director of Research

Dirk manages Zacks Investment Research's 50-person research department. He provides the Senior Investment Committee with a fundamental perspective on key decisions. His 20-year career as an analyst uniquely qualifies him to provide strategic guidance.



Chris Varvares, CFA
Consulting Economist

Chris is the CEO of Macroeconomic Advisors, a well-regarded econometric consulting firm. He and his firm have received numerous honors as developers of the most accurate econometric forecasting model for interest rates, credit spreads and inflation.



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Zacks Investment Management
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