

REUTERS

LIPPER CONTENT FOR MARKETING AND ADVERTISING SAY SOMETHING NEW TO YOUR INVESTORS





ENERGIZE YOUR MARKETING DIFFERENTIATE YOUR FUNDS USING LIPPER CONTENT

SAY SOMETHING NEW TO YOUR INVESTORS LIPPER CONTENT FOR MARKETING AND ADVERTISING

If you're relying on the same old performance data to tell the same old story, then you're missing a valuable opportunity to say something new to your investors.

Lipper offers unique content to help you invigorate your message and give your audience meaningful reasons to invest. With Lipper information and analysis, you can give investors the complete picture of risk and return they need. Lipper content can highlight your funds' superior returns while demonstrating long-term reliability and a commitment to risk and expense management.

Lipper offers the following content for use in your communications materials:

- Lipper Fund Awards
- Lipper Fund Ratings
- Lipper Classifications and Benchmarks
- Lipper Performance Data



MARKETING FUNDS FOR THE LONG-TERM

Use Lipper content in marketing communications to effectively illustrate your company's commitment to helping investors achieve their long-term investment goals.

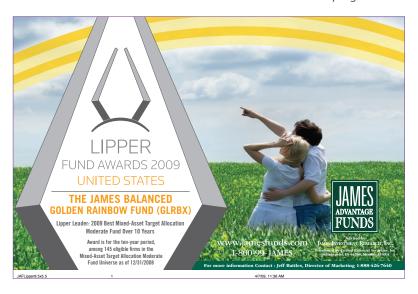




Lipper Fund Awards

Held annually in 23 countries worldwide, the Lipper Fund Awards honor funds that have outperformed peers based on risk-adjusted, consistent return. In today's risk-averse environment, these widely recognized and coveted awards provide an excellent opportunity to highlight a winning fund's top performance and commitment to managing risk.

Lipper Fund Awards are globally respected and provide a powerful opportunity to differentiate your fund from the competition. Winners may distinguish funds by using the Lipper Fund Awards trophy icon in their marketing materials. This icon is a unique and recognizable cue that communicates a fund's winning status to investors. Visit excellence. thomsonreuters.com for more information about our awards programs.





PROMOTE YOUR FUND'S ACHIEVEMENT WITH THOMSON REUTERS WEBCASTING

Our webcasting services extend the reach and impact of your message so you can share your success with investors anytime, anywhere. www.thomsonreuters.com/corpcomm

Now, more than ever, it's all about confidence. The confidence in knowing you have a trusted partner to help navigate the recovery. A partner who can help you and your clients find greater certainty in an uncertain world.

Canadian investors have made RBC Funds® and PH&N Funds, combined, Canada's largest fund group. Our funds offer the stability that comes from experience and rigorous investment discipline. And the advisor-focused sales support you've come to rely on every single day. Client portfolios built with confidence using the award-winning RBC Funds and PH&N Funds.

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Create Confidence



RBC Global Asset Management

Please consult your advisor and read the prospectus before investing. There may be commissions, trailing commissions, management fees and expenses associated with mutual fund investments. Mutual funds are not guaranteed, their values change frequently, and past performance may not be repeated. RRC Funds are offered by RCBC, Asset Management inc. and distributed through authorized deelears. PhAIR Funds are offered by PRIDIS, Asset Asset Management inc. and distributed through authorized deelears. The large reference of the PRIDIS and Asset Management inc. Asset Manag









HIGHMARK RECEIVES 5 LIPPER AWARDS

We are pleased to inform you that HighMark Funds is the winner of Lipper Fund Awards 2009, ranking #1 in the following five categories:

Asset Class Group Award

Best Small Fixed Income Group over Three Years: HighMark Ranked #1 out of 69 small fixed income groups.

Fund Awards

- Best International Multi-Cap Core Fund over Three Years: HighMark International Opportunities Fund; M Ranked #1 out of 259 eligible funds.
- Best California Intermediate Municipal Debt Fund over Three Years: HighMark California Intermediate Tax-Free Bond Fund: Fiduciary Ranked #1 out of 42 eligible funds.
- Best California Intermediate Municipal Debt Fund over Five Years: HighMark California Intermediate Tax-Free Bond Fund; Fiduciary Ranked #1 out of Δο eligible funds.
- Best International Multi-Cap Core Fund over Five Years: HighMark International Opportunities Fund; M Ranked #1 out of 191 eligible funds.

Continued on next page...

SHARE YOUR ACHIEVEMENT WITH INVESTORS AND ADVISORS.

The Lipper Awards icon is provided in different formats and styles to suit your communication requirements.



PRESENTING THREE AWARD-WINNING FUNDS.

Because we all need a little good news.



Best Equity Income Fund over Ten Years
Principal Equity Income Fund — Class A: POIAX

Best High Current Yield Fund over Five Years

NOW IS A GOOD TIME TO KNOW PRINCIPAL FUNDS.

Best Multi-Cap Core Fund over Ten Years
Principal West Coast Equity Fund — Class A: CMNWX

accolades based on multi-year performance is especially rewarding in today's environment. Because

we believe a long-term approach to investing can help get you through the best and worst of markets.

And for your clients,

This year, we're honored to win three distinguished

ed that might be the best

Lipper Fund Awards. As asset managers, having the news of all.

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Past performance is no guarantee of future results. Funds shown may have recent negative performance. Please see principalfunds.com, or call 800-222-5852, for current performance information.

Before investing, you should carefully consider a fund's investment objectives, risks, charges and expenses. Contact your financial professional, visit www.principathurds.com, or call 800-222-5852 to obtain a prospectus containing this and other information. Read the prospectus carefully before investing.

A mutual fund's share price and investment return will vary with market conditions, and the principal value of an investment when you sell your shares may be more or less than the original cost.

Fixed-income investment options are subject to interest rate risk, and their value will decline as interest rates rise. Lower-rated securities are subject to additional credit and default risks.

Small-sap and mid-cap stocks may have additional risks, including greater price volatility. There may be additional investment risks due to the Fund's concentration in West Coast companies. Not all investors may be eligible to invest in the Institutional Class of Shares.

The calculation periods extend over 36, 60 and 120 months. The highest Lipper Leader for Consistent Return (effective return) value within each eligible classification determines the fund classification winner over 3, 5 or 10 years. Equity Income fund — 3 yrs: 101/220 funds, 5 yrs: 9/170 funds, 17 or 1/100 funds, 18/1/19 felt fund — 3 yrs: 14/9390 funds, 5 yrs: 1/337 funds, 10 yrs: 51/198 funds. West Coast Equity fund — 3 yrs: 32/622 funds, 5 yrs: 25/442 funds, 10 yrs: 1/184 funds.

Principal Funds, Inc. is distributed by Principal Funds Distributor, Inc., member of the Principal Funds Group® Principal Funds Distributor, Principal Shareholder Services, Principal Management Corporation and its affiliates, and Principal Funds, Inc. are collectively referred to as Principal Funds. #2064032011





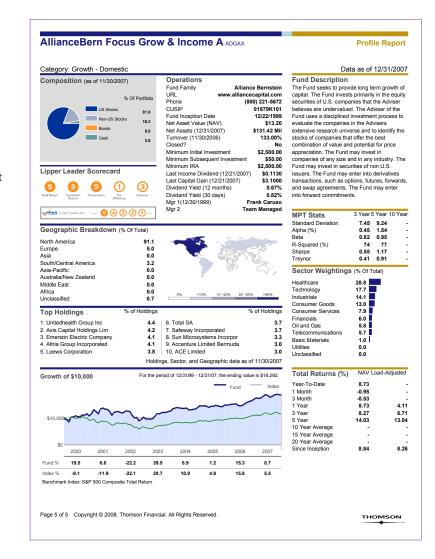
LIPPER FUND RATINGS

Designed to help move the discussion beyond basic performance, the Lipper Leaders ratings system provides a tool to explain how well your fund meets specific investment goals. Funds are rated based on four criteria; Total Return, Consistent Return, Capital Preservation and Expense.* Using these criteria, you can demonstrate suitability by linking your fund's objectives to your investor's objectives.

Lipper Leaders rates funds versus each of the four criteria on a scale of 5 to 1 with 5 being the best. By focusing on the Lipper ratings that are most important to your desired audience, you can tell a more targeted story to potential investors. Our Lipper Leaders icons and usage guide make it easy to use our ratings effectively in marketing materials.

LIPPER CLASSIFICATIONS AND BENCHMARKS

Often cited in advertising and the media, Lipper averages and Lipper rankings are based on our respected classifications and benchmarks. Lipper Classifications and benchmarks provide an unmatched level of granularity and detail enabling a more concrete comparison of performance against peer groups and validation against accepted benchmarks.



INVIGORATE YOUR FUND FACTSHEETS

Make a bigger impact with factsheets and sales materials featuring Lipper Leaders and Lipper Classifications.

^{*}Funds are rated based on five criteria in the United States. Tax Efficiency is the fifth criteria used in the U.S.





LIPPER PERFORMANCE DATA

LIPPER PERFORMANCE DATA

We recognize that no communication about a mutual fund is complete without a discussion about performance. Whether you are highlighting short-term or long-term performance, Lipper offers the referential data you require to provide a timely, accurate and detailed view of your fund to investors.

Lipper Classifications, benchmarks and performance data are available in our desktop products, fund fact sheets and datafeeds. Using the sophisticated charting tools in our Lipper for Investment Management application, you can create compelling visuals that tell a powerful story in simple graphical form. We also offer a fund fact sheet solution where we work with you to design tailored templates incorporating high impact images and charts.

Every communication is an opportunity to make a new impression on investors. Take advantage of Lipper content and solutions to set your fund apart from the rest.

100% of Putnam's U.S. large-cap equity funds outperformed their Lipper categories in 2009.

This is what we mean by helping investors pursue their goals.

This is Putnam today.

Putnam's U.S. large-cap equity managers have more than 21 years of experience on average and are backed by a team of highly skilled global equity analysts











six of the six Putnam U.S. large-cap equity funds outperformed their Lipper averages for the year ended 12/31/09. Results for other periods will vary. Past performance does not guarantee future results.

Request a prospectus, or a summary prospectus if available, from your financial advisor or by calling 1-800-225-1581. The prospectu includes investment objectives, risks, expenses, fees, and other information that you should read and consider carefully before inves









STRENGTHEN ADVERTISING CAMPAIGNS

Generate demand for your products with high-quality communications featuring Lipper information.

CREATIVELY ILLUSTRATE YOUR FUND'S STRONG PERFORMANCE USING LIPPER RANKINGS.





SEIZE YOUR CUSTOMERS' ATTENTION POWERFUL SOLUTIONS FOR EXTENDING THE REACH OF YOUR MESSAGE

THOMSON REUTERS WEBCASTING FOR ASSET MANAGEMENT FIRMS

Increase and retain assets under management through more frequent and engaging communications with clients, prospects and advisors. Our webcasting solutions include unique distribution networks and audience recruitment services to help you increase the reach of your communications to financial professionals and investors worldwide. Sophisticated reporting tools enable you to identify follow-up opportunities and measure how well your messages are resonating. Thomson Reuters Webcasting is an ideal solution for delivering performance updates, advisor network communications, investment strategy overviews, market education and thought leadership programs.

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LIPPER FUND FACT SHEETS

Professionally designed, high-quality Lipper Fund Fact Sheets offer a cost effective solution for periodic report production. Lipper Fund Fact Sheets offer your clients and prospects an easily accessible report with valuable Lipper analytics, indices and averages, portfolio data, expenses, and performance information to increase your funds' exposure. Our reliable, automated product process ensure your clients always receive the most up to date information available in Lipper's expansive fund data base. We have experience providing thousands of custom Fund Fact Sheets to clients every month, so you can be assured of timely delivery. Outsourcing your fund fact sheets to Lipper also allows you to free up staff so they can focus on activities that provide unique value to your clients.

AIM V.I. International Growth Fund AIM Variable Insurance Funds Data as of 06/30/08 Investment Objective The Fund seeks long-term growth of capital by investing in the equity securities of companies outside the United States of America. There is no guarantee that these objectives will be achieved. Series I Shares Lipper Classification International Growth Performance Overview Cumulative Fund Overview Based on Share Class CUSIP 008892507 MSCI EAFE Growth GD IX Benchmark¹ QTD YTD 1 Yr 3 Yr 5 Yr 10 Yr Incep Inception Date 05/05/93 AIM VIF Intl Growth; I -3.71 -12.01 -10.63 14.81 17.77 5.74 8.93 Total Net Assets (\$M) 782.50 MSCI EAFE Growth GD IX: 0.25 -7.84 -4.07 15.07 16.64 4.42 Total Expense Ratio (%) 1.06 Yield - 12 Month 0.46 44 24 14 13 Risk Statistics 3-year Lipper Numeric Rank -0.06 Alpha* Beta* 1.04 Fund Manager Benchmark R-Squared* 0.91 Past performance does not quarantee future returns. The investment return and principal value of an investment will fluctuate as that the contract holders units, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the past performance dat quoted. Performance data quoted. Performance data quoted. Performance data when the performance data when the performance data was prudently complete. Tracking Error* 3.98 Annualized Standard Deviation 12.88 Sharpe Ratio 0.84 *Risk Statistics are measured against the Benchmark. The numerical rank is the numerical position achieved by the Fund within its Lipper classification universe of funds that existed for that time period. Lipper includes the reinvestment of all income dividends and capital gains distributions and DDES NOT include the effects of sales charges. The rankings are subject to change every month and investors should call for their investment advisor for current rankings. Lipper rankings are no intended to predict future results, and Lipper does not guarantee the accuracy of the information. Fund Characteristics 05/31/08 Number of Holdings Price to Earning Ratio 14.95 Weighted Average Market Cap (\$M) 48,518 Turnover (%) 20 Growth of \$10,000 Initial Investment Top Ten Holdings 05/31/08 AIM STIT Liq Asset; Inst 6.16 AIM TST Premier;Inst 18000 2.27 Roche Holding AG 16000 Porsche Automobil Holding SE Preferred St 14000 Bayer AG 2.20 12000 Nestle SA 2.02 1.94 10000 Syngenta AG Infosys Technologies Ltd 1.91 Teva Pharmaceutical Industries Ltd Deposi 1.77 02 04 05 BHP Billiton Ltd Lipper VUF Intl Grwth IX MSCI EAFE Growth GD IX AIM V.I. International Growth Fund The Fund is available to the public only through variable life and variable annuity contracts. The performance of the Fund is not related to that of any other retail mutual fund, despite any similarities in its name, investment objective or You should carefully consider the investment objectives rous nouic careful consider the investment opicitives, risks, and charges and expenses of both the contract and the Fund. This and other important information is found in the contract and Fund prospectuses. Read them carefully before allocating any amounts to the Fund. Visit our website at www.prudential.com/pbf for a copy of these prospectuses. The rates of return reflect the reinvestment of all dividends and capital gains, and the deduction of investment management fees and expenses. They do not reflect other charges specific to your contract soul as premium loads, cost of reflect of the rather specific production of the result of the LIPPER Page 1 of 2

CUSTOM FUND FACT SHEETS

Our custom solution can be tailored to provide the information and analysis you need in the format you require. The reports can also be adapted to incorporate distinctive branding elements including corporate logos, colors, layout and typeface.



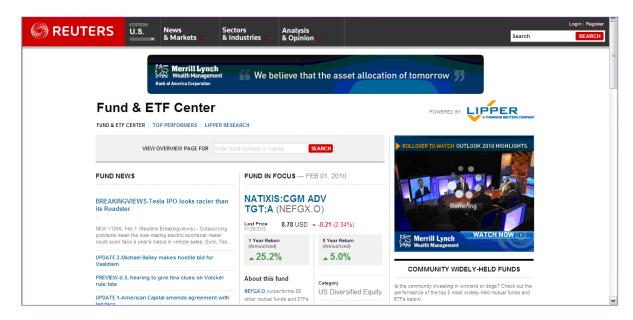


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