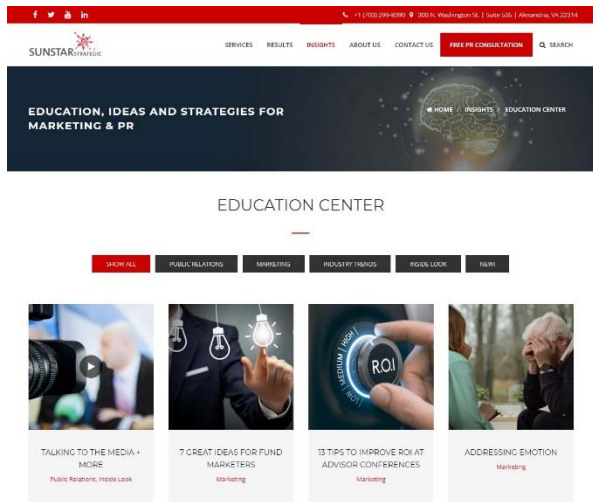


News Release

FOR IMMEDIATE RELEASE

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Alexandria, Virginia – March 21, 2018: SunStar Strategic, a leading financial public relations and marketing firm, has designed and launched a new website, www.sunstarstrategic.com. The site features over 300 pages of educational materials, primarily highlighting marketing and public relations ideas for financial firms. It was designed, written and programmed by SunStar’s own creative services group.



“We’ve played an active role in education for industry professionals, often consulting with firm owners on how to effectively market mutual funds and other investment products through both public relations and marketing initiatives,” said Kathryn Morrison, president and CEO of SunStar Strategic. “The [Education Center](#) portion of our site is exciting. We are continually adding to it, with each of our account executives sharing their expertise. We create and post traditional reports as well as infographics, slide shows and webinar replays to make the ideas meaningful, easy to understand, and most importantly, actionable.”

The site highlights SunStar’s expertise as financial public relations firm, and also showcases its capabilities in content writing, distribution, design and digital outreach. Currently, SunStar is conducting research with advisors on the kinds of materials and distribution methods they prefer from mutual fund firms.

SunStar Strategic has more than 20 years of experience delivering powerful, proactive public relations programs for mutual funds, ETF providers, asset managers, registered investment advisory firms and banks.

The company's creative services group has been building websites for nearly 10 years for fund firms. "Funds turn to us because we understand the industry," said Marilyn Dale, vice president with SunStar. "Our writers have extensive industry experience and understand the complexities of various securities as well as the applicable FINRA rules to keep the sites compliant. This is a huge benefit to our clients, saving tremendous time in rewrites by the fund managers and in ensuring compliance standards are met."

SunStar recommends and writes content for the sites, designs and manages the site builds, with programming and hosting provided through a long-time technology solutions partner. The firm offers responsive sites, built with content management systems (CMS) that are affordable and scalable.

Websites are the hallmark of the firm's digital solutions. "Traditional media must be augmented by a digital presence in 2018," said Morrison. "Financial services companies, outside the largest players, are often reluctant to enter into social media or other digital avenues out of lack of knowledge. We help lead the way so that they, too, can participate in the exciting developments in communicating with client and prospects."

As part of a content marketing plan managed by SunStar, the firm leverages press coverage it secures by posting it to client websites and social media platforms. Other content, whether authored by the client or ghostwritten by SunStar, is given prime placement on the site or distributed to online aggregators for enhanced distribution.

SunStar Strategic proactively engages the national and financial press for their clients, generating visibility in online and traditional media. With effective marketing and PR strategies, boutique firms with good stories can become just as recognizable as major brands nationally, competing on par with them as authorities within their investing styles.

About SunStar Strategic:

Since 1990, SunStar has designed and executed media relations and marketing communications strategies to deliver clients' timely messages to the right audiences. SunStar Strategic is an expert at articulating clients' unique stories and proactively presenting them to the financial and business media as well as the investment community. SunStar's services are designed to integrate with existing sales and marketing strategies to attract and retain customers and investors and build brands through structured news generation programs and smart marketing.

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