

News Release

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SunStar Strategic Designs New Website for Plumb Funds

Alexandria, Virginia – July 2, 2018: SunStar Strategic, a leading financial public relations and marketing firm, announced the launch of a new website for Plumb Funds (<https://www.plumbfunds.com>). The site showcases funds advised by Wisconsin Capital Management, and is part of an overall public relations program that began earlier this year.

“Research shows that advisors and investors do their homework before investing,” said Kathryn Morrison, president and CEO of SunStar Strategic, “so it’s critical that a fund company, like Plumb, puts its best digital foot forward.”

The new site was designed, written and programmed by SunStar Strategic. In addition, the firm designed the Plumb Funds’ logo, fact sheets and other collateral. As part of the engagement, they are adding social media platforms.

The initial web content includes two videos produced by SunStar featuring Tom Plumb, CFA, the funds’ portfolio manager. “He tells such engaging stories about his investment theses,” said Morrison. One video, “How We Pay,” focuses on secular changes in how people pay for purchases globally – and why Plumb finds those changes exciting. The second is an evergreen piece about the manager’s investment approach.

SunStar Strategic obtains exposure and generates awareness for their clients in the financial and national 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 Wisconsin Capital Management

Wisconsin Capital Management is the advisor to the Plumb Funds. For more than 30 years, Wisconsin Capital Management has provided individual portfolio management to individuals, companies, and institutions. With the Plumb Funds, the advisor seeks to provide its shareholders the advantages of their investment discipline through the convenience of a mutual fund structure.

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. More information is available at sunstarstrategic.com.

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