A Susan Campbell Writing Sample

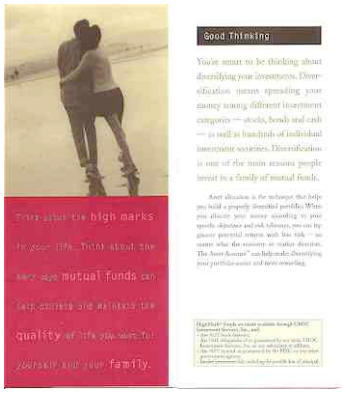
Client: UBOC | Highmark Funds
Agency: Wechsler, Ross & Partners
Audience: Bank depositors
Contact: susan@wordgardener.net

[cover]

I'm Thinking About Diversifying My Portfolio

A Guide to Investing with the Asset Account™

[Gatefold page positioning]



Think about the high marks in your life. Think about the many ways mutual funds can help achieve and maintain the quality of life you want for yourself and your family.

[Gatefold page introduction]

Good Thinking

You're smart to be thinking about diversifying your investment. Diversification means spreading your money among different investment categories — stocks, bonds and cash — as well as hundreds of individual investment securities. Diversification is one of the main reasons people invest in a family of mutual funds.

Asset allocation is a technique that helps you build a properly diversified portfolio. When you allocate your money according to your specific objectives and risk tolerance, you can tap greater potential returns with less risk — no matter what the economy or market direction. The Asset Account™ can help make diversifying your portfolio easier and more rewarding.