



Your Investment Journey

Choosing the Best Vehicle

What would you rather take: A car, a bus or a limo?

Achieving your investment goals—like a secure retirement—is similar to taking a cross-country journey. To reach your destination safely requires time, careful planning and the right vehicle to get you there.

Like taking a road trip, you have several vehicles to choose from to get you to your destination, and no one vehicle is right for every investor. You can use a simple analogy to compare three of the primary choices.

1

Drive Yourself in a **Car**— Do-It-Yourself Investing



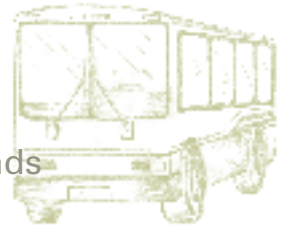
Your first option is to invest on your own. Like driving yourself in a car, you are responsible for all aspects of your trip and the vehicle that transports you. You map out the optimum route, you make sure the vehicle has enough gas and the proper maintenance and monitor where you are along the way and where you are going.

You have to pay close attention during the journey, and you must monitor your comfort level regarding speed (time frame), safety (risk) and progress (performance) toward your destination. If you make a wrong turn, run into a detour or have a flat tire, you are responsible for getting yourself back on track.

While driving yourself gives you the most flexibility and control, it also involves a high level of responsibility. When it comes to something as critical as your long-term investment goals, you may not be comfortable going it alone as you embark on one of the most important journeys of your life.

2

Take the **Bus**— Invest in Mutual Funds



Another option is to invest in mutual funds, which is like taking a Greyhound bus to your destination. By taking a bus, you are outsourcing many of the time-consuming and stressful duties required in making the trip.

You and a group of other travelers are combining your resources to hire a professional driver (mutual fund manager), travel in a large vehicle that accommodates many passengers (mutual fund) and, most importantly, secure the ability to travel relatively hassle free (professional management). The bus driver is responsible for delivering you safely from the bus depot to somewhere near your final destination. If there are detours (economic changes), potholes (negative news events) or engine trouble (market downturns), the bus driver must react appropriately to the situation. Knowing that you have a professional at the wheel, you can sit back and relax, and pay less attention to the road.

The downside of riding the bus is that it isn't very personalized (you can't ask the portfolio manager of a fund to invest in a certain security or avoid investing in another – although you could construct a portfolio of different funds to try to accomplish this). The decisions and actions of other passengers might affect the quality of your experience (you may be subject to embedded capital gains taxes*). In the end, your journey will likely be impacted at times by all of the distractions associated with having to share the ride with a large group of people.

* Please note that there are many types of mutual funds, including funds with tax-driven characteristics that offer tax advantages such as those that contain tax-free bonds and those that are managed for tax efficiency. In addition, there are many tax-deferred variable products on the market and taxable mutual funds may be owned and traded in a tax-efficient manner within IRAs. Also, investments in the securities of a managed account – like mutual funds – can be affected by adverse market forces and taxes.



3 Ride in a **Limousine**— The Managed Account



A managed account can be compared to riding in a limousine. Similar to taking a bus, one of the primary benefits of riding in a limousine is that you are hiring a professional driver (money managers). Unlike the crowded bus, however, the experience is much more personalized and customized to your needs. Since you're traveling in your own personal vehicle, you aren't impacted by the decision and actions of other passengers.

The limousine picks you up from your front door and delivers you to the location you wish. Like the bus driver (fund manager), your chauffeur has intimate familiarity with the layout, logistical details and traffic patterns of the areas in which they drive. You also have many more options at your disposal to customize the experience of your ride. You can choose to watch TV or a movie in the DVD player, listen to the CD stereo, enjoy a refreshment from the wet bar or conduct business from the mobile office (portfolio customization). The limousine offers powerful reading lamps, additional legroom and fiber-optic lighting — to further personalize the experience of your journey.

And you have more control over how the driver performs his or her duties. You can tell the driver to slow down (rebalance), pull over (tax gain/loss harvesting) or take a different route (include or exclude individual securities, social sectors or asset classes). The limousine operates on your schedule. It shows up on time and where you want it (your own personal tax cost basis). The limousine is a highly personalized experience designed to meet your needs.

Of course, active management of the investment securities within a managed account may also have adverse tax implications and tax costs. You should consult your financial and tax advisor for more information on the tax implications of investing in a managed account.

Affordable Customization—the Managed Account Limo Ride

The good news is that for your investment journey, taking the limousine (a managed account) is more affordable than you may think. The minimum investment amount is no longer prohibitive and the overall costs are very competitive.

Ask your Financial Professional today about how managed account fees compare to the true cost of investing in mutual funds. You may be surprised at how reasonable taking the limo really is.

The Power of Intelligent Investing and Planning

Curian's Custom Style Portfolios provide you with customized control of your investments—an exciting new era in investing. With Curian, you get:

- **Custom asset allocation**—based on your investment objective, risk tolerance and time horizon, with the flexibility to exclude certain asset classes or individual securities.
- **Broad diversification**—across multiple asset classes, investment styles and institutional money managers.
- **Continuous monitoring and oversight**—providing management and monitoring of your plan to ensure your investments stay on track toward achieving your goals.

It's important to realize that investments in a managed account involve investment risk, including possible loss of principal amount invested. Investment return and principal value may fluctuate so that the investment, when redeemed, may be worth more or less than the original investment.

For more information on the benefits of Curian's Custom Style Portfolios, contact your Financial Professional today.

For more complete information on the Curian Custom Style Portfolio Program, including fees and expenses, please call toll-free 1-877-847-4143 for a free Wrap Fee Program Brochure. This brochure is also available from your Financial Professional. Please read the Wrap Fee Program Brochure carefully before you invest or send money.

There are material differences between mutual funds, which are registered products, and separately managed accounts in terms of, but not limited to, investment objectives, costs and expenses, liquidity, investment risks, and tax features. It is important to seek advice from a Financial Professional for more information on the differences and risks relating to these products before you invest.

Curian Capital, LLC acts as the Registered Investment Advisor for Curian Capital Custom Style Portfolios. Curian Clearing, LLC (Member NASD/SIPC) is the exclusive broker for these programs, for which it provides brokerage execution, processing and custody services.

Separately Managed Accounts charge a single all-inclusive fee, which covers the on-going costs inherent in the ownership of all securities that may be placed in the account, as well as the advisory, program, brokerage execution, securities settlement and Financial Professional services provided. This fee is typically assessed on a sliding scale depending on an investor's portfolio strategy and the amount of assets held in the account. Please consult your Financial Professional for more details.



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