William Blair

FOR IMMEDIATE RELEASE

William Blair Releases New Nine-Part Educational Tool on Alternative Investments for Financial Advisors

Chicago, July 2, 2014 - William Blair & Company launched a series of videos designed to present educational material to financial advisors. The first of the video series consists of several 2-to 3-minute videos addressing advisors' frequently asked questions about alternative investments and their uses. The firm plans to add more videos to the series. The 'Stop Reading and Start Learning' videos are hosted on the William Blair Investment Management YouTube channel and on William Blair Funds' alternatives website.

"While drawn to the diversification and return potential of alternative mutual funds, advisors consistently acknowledge that they need more education about how to put alternatives to work in their clients' portfolios," said Dan Charles, William Blair Investment Management's global head of business development and client service. "Our 'Stop Reading and Start Learning' educational video program is focused on providing advisors with accessible, direct, and clear answers to their questions about alternative investing within the mutual fund format."

The initial videos feature Brian Singer, head of the William Blair Dynamic Allocation Strategies team, who is well known for his pioneering advances in the active management of multi-asset and currency portfolios.

"Brian is a popular guest in media and investment industry event appearances, where he's known for his insightful comments on alternative investing," said Mr. Charles. "The on-demand video format enables us to make what Brian knows accessible to advisors who need to more thoroughly understand the value of alternatives."

The subjects for the launch videos were crowdsourced, and subsequent videos also will be developed based on questions submitted through the William Blair alternatives web page, according to Mr. Charles. Video answers to questions about the William Blair Macro Allocation Fund also are available.

Alternative investment topics covered in the initial series include:

- What is the 2-minute argument for alternatives?
- Why multi-asset strategies for alternatives?
- Is fundamental analysis enough?
- Bottom-up vs. top-down portfolios?
- What's the role that currency management plays?
- Dynamic vs. passive investment styles?
- From where do you fund alternative investments?
- How do you assess multi-asset funds?
- Multi-alternative vs. World Allocation?

The videos can be found on YouTube at https://www.youtube.com/user/WilliamBlairInvMgmt or on the William Blair Funds website at www.williamblairfunds.com/alternatives.

Advisors are encouraged to visit the website and subscribe to the video series or to the Macro Investing Insights e-newsletter.

Please carefully consider the Fund's investment objective, risks, charges, and expenses before investing. This and other information is contained in the Fund's prospectus, which you may obtain by calling +1 800 742 7272. Read it carefully before you invest or send money.

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About William Blair & Company, L.L.C.

William Blair & Company is a global investment banking and asset management firm. We are committed to building enduring relationships with our clients and providing expertise and solutions to meet their evolving needs. An independent and employee-owned firm, William Blair is based in Chicago, with office locations in 13 cities including London, New York, Shanghai, and Zurich. For more information, please visit williamblair.com.

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