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ASSET MANAGEMENT®

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FOR IMMEDIATE RELEASE

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## **River Road Changes Name of Dividend-Focused Strategy**

### **“Dynamic Equity Income” to become “Dividend All-Cap Value”**

**LOUISVILLE, KY** - - September 8, 2008 - - River Road Asset Management, LLC (River Road) announced today that, effective October 1, 2008, it would be changing the name of its ‘Dynamic Equity Income’ strategy to ‘Dividend All-Cap Value.’

“After careful analysis and counsel with our clients and their advisors,” said River Road’s President and Co-Chairman, R. Andrew Beck, “we decided to change the name to better reflect the investment objectives and distinguishing characteristics of the strategy.”

“The investment objectives and strategy are not changing,” said Senior Portfolio Manager, Henry W. Sanders. “We are approaching the strategy’s five year anniversary and are thrilled with its historical performance.” The Dynamic Equity Income Strategy was launched October 1, 2003 and is managed by Mr. Sanders, Mr. James C. Shircliff, and Mr. Thomas S. Forsha. The strategy’s objective is to provide both a high current income and capital appreciation. The Portfolio is a true all-cap strategy and targets well-managed, financially strong companies with high and growing dividend yields that trade at meaningful discounts to River Road’s assessed Absolute Value.

River Road Asset Management, LLC is an institutional investment management firm founded in April 2005 by veteran value investor James C. Shircliff. Along with firm Co-Founders R. Andrew Beck and Henry W. Sanders, III, Mr. Shircliff formed River Road based upon an ‘Absolute Value’ investment discipline. Based in Louisville, KY, the firm employs 23 associates and manages nearly \$3 billion in assets. The firm’s investment strategies include Small Cap Value,

Small-Mid Cap Value, and Dividend All-Cap Value. River Road provides institutional separate account and sub-advisory investment services to a broad range of domestic and international clients. River Road's investment strategies are also available to retail investors in the U.S. through Aston Asset Management. For more information on how to invest, please visit [www.riverroadam.com](http://www.riverroadam.com).

*Photos and additional biographical information are available upon request.*