



For Immediate Release

## **MONEY FUND MONITOR EMPOWERS EXECUTIVES TO SET SHORT-TERM CASH STRATEGIES**

WESTBOROUGH, Mass. (November 23, 2009) – With media reports estimating that U.S. corporations are sitting on cash hoards topping \$1 trillion, cash managers in this low interest-rate period are seeking the best vehicles to get some return on that cash while assuring return of principal.

Money Fund Monitor™ from iMoneyNet -- the Westborough, Mass.-based leading provider of “must-have” money-market mutual fund data and analysis -- provides unbiased third-party information to meet that challenge and the tools necessary to package facts for presentation to treasurers, board members and other executives involved in making financial decisions.

Web-based Money Fund Monitor supplies detailed current statistical and fund management information at any time of day or night for about 1,700 domestic money-market mutual funds; taxable or tax-exempt, institutional or retail. Complete offshore fund data is also just a few mouse-clicks away.

Monitor empowers corporate cash managers with averages for benchmark purposes; sorting, ranking, graphing and “My Monitor” custom report capabilities; performance data for each fund; fund profiles (including inception date, manager information, ratings, minimum investment amounts, purchase and redemption deadlines, and much more); plus instant electronic delivery of iMoneyNet newsletters focused on statistical trends and top money-fund industry news.

Individual fund profile data pages display daily, weekly and monthly information, including expense ratios; 1-day, 7-day and 30-day yields; weighted average maturities; portfolio composition breakdowns; assets; year-to-date returns; and 1-, 3-, 5- and 10-year growth rates.

Most profiles feature a link so existing or prospective investors may access a current prospectus and other fund information before purchasing shares or altering an investment strategy.

In short, Monitor enables corporate cash investors to reduce risk, maximize returns, and assist with compliance and due-diligence reporting.

A complimentary two-week trial of Money Fund Monitor™ service, including a temporary password, may be arranged by contacting Kevin Grist, iMoneyNet sales director, by telephone at +1-508-614-1655 or via e-mail: [kgrist@imoney.net](mailto:kgrist@imoney.net).

### About iMoneyNet

iMoneyNet, an Informa Financial company, is the leading provider of “must-have” information about money-market mutual funds. iMoneyNet has published *Money Fund Report*®, an industry-leading weekly newsletter since 1975. iMoneyNet’s other unrivaled money fund products, delivered electronically or in hard-copy form, include *Money Market Insight*™, *Rated Money Fund Report*™, *Money Fund Expense Report*™, *Money Fund Analyzer*™, *Money Fund Monitor*™, *Money Fund*

*MarketShare*<sup>™</sup>, *Offshore Money Fund Report*<sup>™</sup> and *IMMFA Money Fund Report*<sup>™</sup>. iMoneyNet also provides customized comparative data regarding funds' performance, assets and expenses to client portfolio managers, marketers, and analysts.

The *Money Fund Report Averages*<sup>™</sup>, licensed for use by financial institutions, are the most widely-used short-term cash benchmarks in the industry. Investors are able to track them and individual funds of interest via updates carried by Dow Jones, Bloomberg News, Reuters, and Associated Press, etc., as well as through iMoneyNet-supplied tables syndicated to major newspapers and leading personal finance magazines. Lists of top-yielding retail and institutional funds are also posted weekly on [www.imoney.net](http://www.imoney.net).

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