



T. ROWE PRICE LAUNCHES NEW WEB SITE FOR FINANCIAL INTERMEDIARIES

Portfolio Information, Investment Analysis, and Sales Support Offerings to Facilitate Due Diligence and Help Advisors Grow Their Businesses

BALTIMORE (May 7, 2007) – T. Rowe Price has launched a new, expanded web site for financial intermediaries that provides streamlined access to institutional investment content and educational resources approved for client use. Available at www.troweprice.com/fi, the site is designed for financial advisors and other intermediaries such as broker/dealers, clearing firms, banks, and defined contribution recordkeepers.

Featured areas of the site include:

- **Investment Products:** Performance data, portfolio holdings, attribution analysis, style analysis graphs, manager commentary, fund facts, and other key statistics and portfolio review information.
- **Advisor Resources:** Sales ideas and sales campaigns approved for client use on topics such as understanding and advising today's pre-retirees, managing retirement income, and behavioral finance; investment perspective reports on various asset classes and topical investing themes; multi-media portfolio manager interviews; and special defined contribution industry content for providers and sponsors.
- **Literature and Forms:** Downloadable prospectuses and fund reports.
- **Important Updates:** Featured content on timely matters such as fund updates, distributions and taxes, and commentary on current issues affecting the markets.

“As our business with financial intermediaries continues to grow, enhancing our online offerings with proprietary investment analysis and easy access to portfolio data will enable us to better provide intermediaries with the information they need to manage and evaluate their investments,” said Ken Rutherford, director of marketing, third party distribution for T. Rowe Price. “And by providing a centralized resource that provides access to T. Rowe Price expertise and insight on pertinent investing themes and topics such as retirement investing and asset allocation, we also hope to help our advisor partners grow their businesses.”

While basic content is available to all visitors to the site, detailed portfolio information and sales support materials are only available to those registering for access.

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc. (Nasdaq: TROW) is a global investment management organization with \$349.9 billion in assets under management as of March 31, 2007. The organization provides a broad array of mutual funds, sub-advisory services, and separate account management for financial intermediaries, individual and institutional investors, and retirement plans. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research.

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