



T. Rowe Price Offers Free ‘Smart Financial Living’ Guide

New Publication Provides Expert Guidance on Getting a Good Financial Start

BALTIMORE (July 16, 2007) – As part of its long-standing commitment to providing investors with world-class service and education, T. Rowe Price is now offering a free publication -- “Smart Financial Living: A Guide to Getting Started” -- to help new and less experienced investors set out on the path toward reaching their financial goals.

The easy-to-follow, 24-page guidebook offers investors expert advice, charts and worksheets to help them define their priorities, assess their financial situation, determine how much they need to save to reach their goals, align their saving and investing plans with their aims, and stay on track.

T. Rowe Price has helped generations of investors get a good financial start and become much more knowledgeable about financial planning as their lives and goals evolve. In keeping with that, “Smart Financial Living” can provide a solid introduction to the basic principles of saving and investing for such common goals as funding college and retirement and can help investors create their own financial plans.

“Making good decisions early on about saving and investing could significantly increase the chances that investors can reach their goals,” says Stuart Ritter, a Certified Financial Planner at T. Rowe Price, who helped craft the new guidebook. “The sooner they define their financial priorities and develop an investing plan, the more confident they’ll be about their future.”

One key focus of the guidebook is that it walks new and less experienced investors through how to take best advantage of time – by starting to save early, by using the power of compounding, and by creating an overall investment plan based on the time horizons of their goals.

“Smart Financial Living” is only the latest in a wide range of educational resources developed for investors by T. Rowe Price. More guides and tools are available at “Investing 101,” a section of the firm’s web site at www.troweprice.com/101. The free guidebook can be ordered there, by calling 1-800-528-4509 or by visiting a T. Rowe Price Investor Center.

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 individual and institutional investors, retirement plans, and financial intermediaries. The company also offers sophisticated investment planning and guidance tools. T. Rowe Price’s disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research.